UNIVERSITY OF ILLINOIS

January 31, 1953

MEMORANDUM

TO: Graydon Ausmus

FROM: Robert B. Hudson

SUBJECT: NAEB Seminar and/or Television Program Planning Meeting

Following the meetings in New York this week, I am sure you recognize that the newly organized Educational Television and Radio Program Center is concerned, concurrently, with matters of staffing, philosophy and plan of operation, the character and breadth of the service to be offered, the interests and needs of educational television stations to be served, and sources of creative programs internal to educational institutions.

In view of these concerns (and because so much fog has enveloped thinking about another NAEB seminar), it occurs to me that a very practical course of action is open to the NAEB, acting through its Advisory Committee to the Center, whereby the Center will benefit and the NAEB will be strengthened.

My suggestion is that the NAEB propose to the Fund for Adult Education that the $5,000 grant already appropriated for a NAEB seminar be made available to the NAEB Advisory Committee to the Center for the purpose of holding a planning meeting of the key television program people in those educational institutions that appear to be most ready to produce television programs, with or without grants-in-aid, for distribution through the Center.

In essence, such a meeting would be concerned with creative programming--- an assessment of what programs the potential educational television stations and production units are prepared to start on now, and an estimate of their production timetable for them. Of even greater importance would be the assessment of what the overall job is---what kinds of programs and for what purpose.

In getting at the what and the why of programs to be supplied to the Center, the meeting would in effect be hammering out a program philosophy which your Advisory Committee, in turn, could recommend to the Center. The meeting would identify what it considers to be the interests and needs of educational television stations, and it would clarify thinking on what should be the character and breadth of the service of the Center to stations. There is no doubt about the Board and the officers (yet to be selected) of the Center welcoming advice on these points. Furthermore, the Center appears to be looking to its NAEB Advisory Committee for advice, and I think this is the proper time for your Committee to take initiative. I feel sure that Mr. Fletcher, as Acting President of the Center, would be prepared to underwrite the expenses of your Committee in planning such a meeting.

If this plan appeals to you and to your associates in the NAEB, may I suggest that you take it up with Mr. Fletcher and Mr. Griffiths without delay.

I am listing on the attached sheet several procedural steps that may provide a useful framework in which to consider this proposal.

NAEB Advisory Committee's TV Program Meeting

1. Planning and management: NAEB Advisory Committee to the Educational Television and Radio Program Center
(Paulu, chairman; Ausmus; Hull; McCarty; Probst)

2. Place: Allerton House or the Kellogg Center

3. Time: Early spring, 1953

4. Length: Six to eight days

5. Financing: The $5,000 grant already appropriated to the NAEB for a seminar (Additional funds, if necessary, from the NAEB-Kellogg project)

6. Selection of institutions to be represented and of individual participants: The NAEB Advisory Committee, augmented by Ralph Steetle of JCET

7. Criteria of selection:
   (a) Educational institutions and combinations of educational institutions in a given area that will be prepared by the end of 1953 to produce television programs and record them on film (standard or kine) for distribution through the Center;

   (b) The person (sometimes two persons) in each qualifying institution who is, or will be, responsible for television program development. (Not necessarily a radio or television station manager or the head of motion picture work; emphasis in selection on the creative program man rather than on administrative rank where the two are separate).

8. Agenda: Responsibility of the Paulu Committee

9. Consultants: (As needed) To be selected by the Paulu Committee

COPY

RECEIVED
RADIO STATION

CANADIAN BROADCASTING CORPORATION

354 Jarvis Street
Toronto 8, Ontario

WILL & WIUC
UNIVERSITY OF ILLINOIS

July 16, 1953

Mr. Seymour N. Siegel
WNYC, Municipal Broadcasting System
2500 Municipal Building
New York 7, N. Y.

Dear Sir:

At long last a number of us have had the opportunity to listen to two of the shows in the "Jeffersonian Heritage" series. The two tapes were those which you apparently sent to Dr. Dilworth, Director of Program Planning and Production, almost a year ago. I hadn't been aware that they were available here until quite recently.

I think all of us were impressed with "The Living Declaration." The show had vitality and humour, as well as dignity and point. I could perhaps wish that Wishengrad hadn't made Jefferson quite so aphoristic, but maybe that was the only way significant aspects of his philosophy could be put across within the half hour limit. The music and the ballad singer were very nice indeed.

"The Democrat and the Commissar" by Milton Geiger met a mixed reception here. Several of us felt that the device of bringing back Jefferson to testify before a posthumous committee on revolutionary activities was cumbersome. I personally felt that the case against the Commissar would in some listeners' minds be prejudged before the argument began, partly because the Commissar uses an obviously Russian accent. Other members of the Department didn't feel this way at all and liked both the voice used and the show as a whole. I think all of us agreed that the intellectual content is good, with the battle of ideologies being thrown into sharp and interesting relief.

My reason for writing you now is to ask if we could obtain the other eleven tapes in the series. Following our current election campaign which is occupying a good deal of network time, we shall have seven half-hour periods on Thursdays, 8:00 to 8:30 P.M., in which a selection from the Jeffersonian series can be presented. I have read the scripts and had made tentative decisions about the shows we would like to use. However, after hearing two of the broadcasts I think we could make a better selection from actual listening to the entire series.

Would you let me know if we could obtain these tapes fairly soon, since August 13 would be the date of the first broadcast.

As you probably know, the "Ways of Mankind" series is now completed and Walter Goldschmidt is off to his reward in Uganda. It has been a long struggle, but I think the shows have warranted it.

Yours sincerely,

S/ Eugene S. Hallman
Program Organizer
Talks and Public Affairs

P.S. Could you put a customs declaration on the package of tapes indicating that this is educational material? This would make possible the entry of these tapes into Canada duty free.

THE ROSENSTOCK-HUESSY LECTURE FUND

Dartmouth College, Hanover, New Hampshire

APR 14 8 35 AM 1935

April 12

Mr. Frank Schooley
119 Gregory Hall
Urbana , Illinois

Dear Mr. Schooley,

On February 19, Mr. Skornia wrote me that he had turned my proposal of February 14 over to you and your Radio Program Planning Committee for deliberation.

I hope you have not forgotten that proposal and that we would very much like to contribute to the NAEB in its work.

Yours truly

Russell Keep

Russell Keep

Box 724

RECEIVED
RADIO STATION

JUL 31 8 35 AM 1953

WILL & WIUC
UNIVERSITY OF ILLINOIS

July 29, 1953

MEMORANDUM TO: NAEB EXECUTIVE COMMITTEE
NAEB ADULT EDUCATION COMMITTEE

SUBJECT: CONVERSATION WITH MR. GLEN BURCH OF THE FUND FOR ADULT EDUCATION PASADENA STAFF IN CHARGE OF DISCUSSION PROJECT

In a pleasant one-hour conversation with Mr. Glen Burch today, I learned some items of interest:

(1) The San Bernadino discussion group's use of the "Ways of Mankind" series has been phenomenally successful.

(2) Mr. Burch has been talking with Professor Dumas Malone about the possibility of building an adult discussion group around the "Jeffersonian Heritage" series. I encouraged Mr. Burch in this undertaking. He agrees with me that it would be a good idea to have Mr. Malone select some additional supplementary readings from Jefferson, Adams, and Hamilton, and develop a series of about ten sessions in this Jefferson discussion project. I think this is a most important further use of our radio series on American history.

(3) Mr. Burch's report on the use of the USSR series in adult education work is that the materials are so horrendously heavy and overpowering in their indictment of the USSR system that it is very difficult to organize and conduct a satisfactory discussion around them. The tone of the radio programs is one that results in a feeling of pessimism and depression in the people who hear them, as they see what the tactics and nature of the USSR system is. Mr. Burch is very much in favor of further radio programs about the USSR and an effort to achieve some programs that will be more successful in provoking group discussion and thought about Russian civilization. I think we have learned a good deal about the problems of presenting radio programs on Russia, and I think that, using this experience, we ought to try to go ahead to create a series that has greater audience effectiveness than the one we have thus far produced.

Sincerely yours,

George

George E. Probst, Chairman
Adult Education Committee, NAEB

COPY

UNIVERSITY OF CALIFORNIA
DEPARTMENT OF ANTHROPOLOGY
LOS ANGELES 24, CALIFORNIA

July 30, 1953

AIR MAIL

Mr. George E. Probst
Radio Office
University of Chicago
Chicago 37, Illinois

Dear George:

You have asked me for advice on continuation of radio programs in the field of anthropology for the coming year--while I am on safari in Africa. It is not easy to know where to begin, for my two years' experience has given me many feelings and attitudes that are difficult to summarize, but I will try to record a few impressions that seem to me worth passing along at this point.

Let me say that my first lesson has been that there is no substitution for talent. If you are to continue--especially with the title to which my name is now associated--be certain to get people who have real talent, especially writers and the producer. I have worked with several writers and I know the difference it makes whether the person has real ability or not. Two things are important: a sensitivity to the English language as an instrument of communication and as a medium for art; and a sensitivity for culture patterns and attitudes foreign to those that are his own. You will find the two go together. It makes far less difference if the writer knows anything about anthropology as a subject so long as you have a proper anthropologist to monitor that aspect.

This raises a crucial question: who might replace me? The cultural demands of modesty make me reluctant to assert any special talent for myself, but I feel that certain qualities have been important in the success of the "Ways of Mankind." The first important item is that he knows what he wants to say. A second is that he be able to work with writers. With this some rules emerge, and I feel that despite certain lapses I was on the whole successful. The first rule is that the anthropologist be able to command the respect of able writers. This means that he must not only have competence in his own field and intellectual honesty, but also a measure of breadth of interest and ability. The writers are justifiably suspicious of the narrow specialist who sees things only through the small eye of his particular needle. One of the

most gratifying things to me personally has been the feeling of acceptance by persons of the intellectual stature of Sinclair and Allan. The anthropologist must not, however, merely be a good guy; he must know when to say no; when to insist on alteration; what is wrong with the anthropology in a script. He must also know the limits of his own responsibility and not try to take over the functions of the writer or the producer. This last is a recurrent temptation. There are many anthropologists who can serve these functions better than I, and your problem is only to find one and dislodge him from his prior commitments.

I would like to urge that, having found a suitable person, you endeavor to give him as much freedom of action as you did me. If you have an anthropologist who fills the criteria of the preceding paragraph, he will neither need nor properly respond to any strong limitations on what he is to do. Give him the authority within the limitation of expectation set by yourself; give him time, money and talent. This means that you shouldn't have too specific a set of ideas as to what he will produce, though you will want to set a general course of action. This can best be done by finding an anthropologist who has a demonstrated interest in (or even commitment to) the particular area of anthropology that you decide you want.

I might offer some general suggestions as to what makes for good radio shows. I personally followed the rule of being non-polemic. Instruction is better than preaching and in my opinion has a more moralizing effect.

Another general rule that I am fond of is that the general idea should be the center of the show. The content, the particular culture discussed, and the format are all servants to the idea, which is first to be determined upon and delineated.

In this regard you will remember we engaged in an experiment for the second series of the "Ways of Mankind." We tried to communicate the total culture of Yurok and Bali. I am not unhappy with these shows, but I believe the experience demonstrates that it is better to concentrate on an idea rather than to communicate a general area of involvement. A culture, even a primitive one, is a large and complex thing that cannot be got in four shows or a dozen. Furthermore, one can never be sure of carry-over from one week to the next. Listener experience may prove me wrong, but my present feeling is that we are better advised to have each show center on a concept, an idea or a closely associated set of ideas.

As to content—we have barely scratched the surface of anthropology. If I were continuing, I would go back to my "Memorandum of Basic Plans" and follow its leads further—but perhaps I would just as lief not see others doing it. Here are some suggestions of very different kinds of programs that could be satisfactorily handled:

1. Field work reports with native groups who know English. I am thinking of tape-recorder discussions of the problems of culture adjustment of native groups in various places. It would certainly be possible

to have a series on what has happened to the American Indian and do field recordings from different reservations here and in Alaska. Foreign English-speaking colonies could also be included.

2. Illustrations of aspects of our own culture. It might be possible to show the meaning of rituals and institutions of modern America. Contrariwise, it might also be interesting to get at the special values and attitudes of occupational groups in America. (This gets over into sociology.)

3. The anthropologist at work. Follow various types of anthropologists—the archeologist, the physical anthropologist, the ethnologist—into the field situation in dramatic form. One should here show him going from background data, to idea about the material, to special investigation. That is, here too you should concentrate on the ideas of anthropology and their modes of solution rather than merely be concerned with how the anthropologist works.

4. Problems of underdeveloped areas. My investigations of last summer showed that it was not possible to dramatize the function of the anthropologist in solving world problems. I do believe, however, it would be possible to demonstrate the cultural involvement of such problems in underdeveloped areas. You might here be interested in illustrating some of the problems raised in the 1951 Norman Wait Harris Foundation lectures. Bert Hoselitz edited the volume. This would be a rather expensive and involved program because it would require a specialist for each separate country involved, and very likely travel to that country. It would, however, be a most useful thing to do, and I believe advisable. There are some anthropologists in the State Department who would be willing and able to work with you.

5. The story of man. It might be possible to do in radio form something of the kind that George Stewart did in "Man, an Autobiography." It would be possible to present data of man's biological development and cultural history. But a warning here: don't try to dramatize the life of the Neanderthalese; that way lies headaches.

6. The repetitive treatment of any of the topics included in the basic memoranda. I am thinking, of course, of the model supplied by the subseries on Law and Justice. You could readily do a whole series each on family life, food getting, cooperation and work, religious belief and ritual, social and political organization.

You might find it advisable to be entirely experimental in your approach, with new formats and the like. There were good suggestions early in the planning of the project of having field recordings, academic discussions, and the like. It might even be possible to do a show after the fashion of "What in the World?" but give it some meaning! A 10 or 15 minute dramatization of some aspect of a primitive culture might be followed by a discussion by two or three anthropologists as to the meaning and involvement of the activities illustrated. In a way, "Stand-in for a Murderer" offers a model for this—but with several

anthropologists commenting at the close. Even more interesting would be some aspect of a child-rearing scene as per elements in the Hopi script.

I hope these suggestions are useful to you and that it will be possible for the radio center and the NAEB to continue in the field of anthropology. Let me close by reiterating that in whatever area of interest your plans start, turn it over to a competent anthropologist and let him take it from there.

Warmest personal regards,

Sincerely yours,

/S/ WALTER GOLDSCHMIDT

Regina Peck for
American Jewish Congress
8600 Broadway
Nyc 8/8 [illegible]

copies
1 copy Fuld autopsy
2 copies Citizens Com for Pub Schools

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

OFFICE OF THE PRESIDENT

Box 2002
University, Alabama

August 18, 1953

Mr. Frank E. Schooley
Box 234
Deltaville, Virginia

Dear Frank:

Since I have not had a reply to my wire, I had better take the time to inform you of the change in meeting plans and trust that this will meet with your approval.

Both Probst and Wheatley asked that the meeting be moved to Washington and I have reserved rooms for us at the Willard Hotel for Thursday night and Friday night.

I hope you are blistered by too much sun, eaten up by redbugs and mosquitos, bored with idleness, and have ptomaine from too much seafood—you lucky dog, you.

Sincerely,

Graydon Ausmus,
President, NAEB

GA/jeh

September 25, 1953

Mr. Francis A. Henson, Director
Educational and Political Action
United Automobile Workers of America
U.A.W.-A.F. of L. Building
429 West Michigan Street
Milwaukee 3, Wisconsin

Dear Mr. Henson:

Thank you for your letter of September 21. I am forwarding it at once to Mr. Seymour Siegel, Director of Radio Station WNYC, Municipal Building, New York, who is Chairman of NAEB's International Relations Committee. You should hear from him very soon. We stand ready to assist in any way he may suggest, and hope mutually advantageous endeavors may be found.

Sincerely,

Harry J. Skornia
Executive Director

HJS:do
cc: Mr. Seymour Siegel

Blind copies, plus copies of the attached to:
Mr. Graydon Ausmus
Mr. James S. Miles
Mr. Frank E. Schooley

Lester Washburn
International President

George Grisham
International Vice President

Anthony Doria
International Sec'y-Treas

FOR INFORMATION OF

International Union
UNITED AUTOMOBILE WORKERS OF AMERICA

Affiliated with the American Federation of Labor

U.A.W.-AF. of L. Building. 429 West Michigan Street.
Milwaukee, Wisconsin

September 21, 1953

Dr. Harry Skornia, Executive Secretary
National Association of Educational Broadcasters
University of Illinois
Urbana, Illinois

Dear Dr. Skornia:

Senator Wiley has sent to Mayor Zeidler of Milwaukee and to me a carbon of the letter he received from Thruston B. Morton, Assostant Secretary, United States Information Ageney, Department of State, Washington, D. C. In this letter he gives your name and suggests that we get in touch with you about the possibility of exchanging tape recordings of discussions of Midwest farmers, union members, small business men, housewives, etc., with comparable European countries with the hope that these could be used on numerous radio stations, especially in the Midwest.

Can you let me know how extensively you arenow making and distributing tape recordings in this field and the possibilities of future collaboration with such a project as we have in mind.

I am sending a copy of this letter to Senator Wiley and Mayor Zeidler.

Sincerely yours,

/s/ Francis A. Henson per as

Francis A. Henson Director
Educational and Political Action

FAH/as
oeiu 9 afl

September 21, 1953

Professor Waldo Abbot
Radio Station WUOM
University of Michigan
Ann Arbor, Michigan

Dear Waldo:

I have heard the various officers talk about the fact that the Network Acceptance Committee is, by consensus, to serve as a broader group, as a Program Planning Committee. In view of the recent closing out of the Adult Education Committee of NAEB, I therefore believe it is to you that I should address program proposals like the attached.

The first, you will find, is a proposal for a Jeffersonian Heritage type series as outlined in the attached letter from Laura Elisa Bliven of Cedar Rapids, Iowa, and forwarded to me from M. S. Novik, who was the recipient of this proposal. The second, of which we have not made copies, with the result that recipients of copies of this letter to you will not see it, is what looks like a possibility on an appraisal of Russia as done by the St. Olaf School of the Air in Northfield, Minnesota. I have no idea whether such a series would be of interest, as far as policy is concerned, but have heard of Dr. Cressey, who was the lecturer. The material attached on him and as reading supplements are for your reaction only.

It is pleasant to know that the Center is to be located in Ann Arbor. I hope this means that we shall quite frequently see each other. Best of regards.

Sincerely,

Harry J. Skornia
Executive Director

HJS:jk
Enclosures
cc: Network Acceptance Committee Members
Graydon Ausmus
Frank Schooley
Jim Miles

C O P Y

14 September 1953

National Association of Educational Broadcasters
630 Fifth Avenue
New York 20, New York

To Whom It May Concern:

While listening for the second time to the superb NAEB series THE JEFFERSONIAN HERITAGE as broadcast here over WSUI, the conviction grew in my mind that there should be a comparable series about another great democrat, the late, Olympian Mr. Justice Brandeis.

Since Louis D. Brandeis, perhaps more than any other individual, had so much to do with the expanded horizons of our present way of life, from the standpoint of social, economic and industrial legislation, certainly he deserves so much recognition? Considering his background and the absorbing humanness and individuality of the man, the drama and conflict of his life, there should be ample material for an inspiring and informative series titled, perhaps, BRANDEIS: DISSENTING PROPHET. As lawyer and justice, LDB was first a determinedly free American and a singularly conscientious citizen, yet nearly all that the average supposedly well-educated, well-informed individual knows about him is that he was a Jew and a Supreme Court Justice. In view of his monumental contribution to the American way of life, isn't it about time something was done to bring the facts home to a thoughtful few at least?

May I suggest that Claude Rains would be an admirable choice to portray Mr. Brandeis? Or Raymond Massey. And as technical adviser who could possibly be a better choice than Dr. Alpheus Thomas Mason, currently McCormick Professor of Jurisprudence at Princeton University? Dr. Mason's BRANDEIS: LAWYER AND JUDGE IN THE MODERN STATE and BRANDEIS: A FREE MAN'S LIFE are authoritative, definitive — and superb reading! They could, I should think, form the point of departure for a superb radio series to supplement and implement THE JEFFERSONIAN HERITAGE.

Sincerely,

(Signed) Laura Eliza Bliven

(Laura Eliza Bliven)

Postoffice Box 405
Cedar Rapids, Iowa

September 28, 1953

Memo

TO: Program Acceptance Committee

FROM: Harry Skornia

Graydon Ausmus has pointed out that the program planning duties of your committee were wrongly assumed by me---to be understood. He has formalized a committee consisting of George Probst, Frank Schooley, Parker Wheatley and himself to discuss program possibilities for the coming year. Therefore disregard my earlier letter and consider that a Program Planning Committee, as such, exists.

Sorry for misunderstanding.

cc: The Board of Directors
Executive Committee
Program Planning Committee
H. B. McCarty

SPECIAL DELIVERY

November 13, 1953

Mr. Thomas Parrish
Radio Office
University of Chicago
Chicago 37, Illinois

Dear Mr. Parrish:

I have just spent several hours examining the many interesting programs produced by the University of Chicago Radio Office, and as you seem to have produced the majority of them, I take the liberty of writing to you regarding them.

Most of the programs on your office's ditto'ed list have arrived. The exceptions:

The series: The American Language
From the series entitled Encore:
3. "Hands" by Sherwood Anderson
5. "Incident at Owl Creek Bridge"-A. Bierce
10. "Masque of the Red Death"-E. A. Poe

From the series Styles in Literature:
10. Selections from Letters of H. Walpole
12. Selection from Walden, Thoreau
17. Selection from Portrait of the Artist as a Young Man, J. Joyce
19. Selection from The Summing Up, Maugham

We would like to know if we are to expect any of these tapes, particularly The American Language series, which we would like to release in a very few weeks.

Included with the tapes received were:
"Pink May" by E.Bowen (called in the "closer" a program in the series Encore. Did you wish this added to the list? Or is it a deletion?)

2 Lowell Institute programs on one tape: "The Sciences in Your Life" and "Sense and Nonsense": Edward Lear. (Do you wish us to return this or to forward it, perhaps to WGBH?)

The tapes received introduce several problems:

1. Length. One cause for very strong complaints by member stations is programs which do not conform to standard lengths (14:30; 29:30; etc.) and series the programs of which deviate from the standard length established for the series.
   The Series in Literature programs vary from seven to thirty-two minutes. Could not programs #1 (T. Nashe) and #2 (Book of Job) be combined to make a single half hour program? Programs #3 (John Donne) and #4 (Thomas Browne)?

2. Programming. Network stations expect complete "package" programs from their headquarters. Unfortunately none of the programs which we have received are complete. With two exceptions ("The Hour Glass" by Yeats and "Samson Agonistes" by Milton) then none of the programs has opening announcements. As the functions of the network were discussed at the recent Oklahoma Conference, openers, closers and editing can not be done here if we are not to neglect the specific functions we have been directed to do. More and more, we have been reminded, we are a distribution center, rather than a production or editing agency, Studio or Station.

3. Network scheduling. We had hoped to distribute at least two, perhaps more, reels of Chicago-FAE material each week, for broadcast beginning the first full week in January (our next general release of programs). This will entail our knowing definitely by Wednesday, November 18, exactly what we will be able to schedule for at least the first thirteen weeks of the new year. (For instance: The American Language for the first nine weeks, followed by The Writer at Work, which might, incidentally, combine Conrad and Fitzgerald programs. First three weeks, Reflections of George Orwell; weeks four through seven, What is Modern Poetry; weeks eight through eleven What We Laugh At; weeks twelve through fifteen, Some American Worthies; etc. This is an impromptu listing, intended only to be suggestive.) We will need the completed tapes for the first week's release of programs by November 30 at the latest. The following weeks' releases should follow week by week, sooner if at all possible.

Can you complete the programs on the schedule noted above? If not, we can either release the programs as they are, with probable very low acceptance, or we can delay their release two or three weeks in order that they may be complete. Neither of which we wish to do—and we may not be able to delay release. We would like to have at least one series to release: the quarter-hour series on The American Language sounds like a likely prospect.

Will you write, wire, or phone this office and let us know what you can do? Tell us which completed series you can get to us the fastest? (We must get our "program offering" out to stations by the end of next week.) If you will give us the word that you will complete the programs, we will ship the tapes back to you immediately.

We are at present producing an NAEB program format "dope-sheet" to assist in the planning of programs for the Network. As it may be of help to you, we will send a copy as soon as it is ready.

Best personal regards,

Sincerely,

John Holt
Network Manager

JH:do
cc: Harry J. Skornia, NAEB
Waldo Abbot, WUOM
Bernard Buck, WNYC
Northrop Dawson, KUOM
William Harley, WHA
H.E. Salley, WFPL

December 10, 1953

Dr. Harry J. Skornia, Executive Director
National Association of Educational Broadcasters
14 Gregory Hall
University of Illinois
Urbana, Illinois

Dear Harry:

I believe - as Program Committee man - that Creshkoff and Hovey should build their letters into the French and Italian radio systems so that these letters will continue when they leave. Personal appearances won't do this. I suggest the use of French and Italian speakers who know English, preferably of residence of our own.

Yours cordially,

Parker

Parker Wheatley
General Manager, Station WGBH

PW:eth
cc Network Acceptance Committee
Program Planning Committee

P.S. Hello, Ross! How are you & the OK. We hold in the dwodenum compound — we like [redacted] broths & wars.

Best to all the Schroeders at Xmas time & 1954. Ever,

Parker

December 10, 1953

Dr. Harry J. Skornia, Executive Director
National Association of Educational Broadcasters
14 Gregory Hall
University of Illinois
Urbana, Illinois

Dear Harry:

This is in connection with Larry Creshkoff's letter to you of October 8. If it is true that Larry actually expects to have Radiodiffusion Francaise insert English explanations at frequent intervals, e.g., between acts and scenes, WGBH either will have to cut the English or be denied the opportunity to use the plays.

Exactly the same principle applies in attempting to teach an audience in the intermission commentary of a Symphony concert when it does not know music, as in attempting to teach an audience what a French play is all about by the suggested commentaries in English. The suggestion seems to me an offense to the people who can benefit from the unity, movement and integrity of a French play in French.

I believe there is plenty of evidence to support this view and I know of none to support its opposite. Either you can understand enough French to follow the play or you cannot, but if you cannot, you will learn more by listening to the real thing than to a hashed-up version. An advance preparation course like the one WGBH does for the Boston Symphony Orchestra concerts might be appropriate. Both Dr. William N. Locke, Professor of Modern Languages and in charge of the Department of Modern Languages at Massachusetts Institute of Technology and Professor Marston S. Balch of Tufts College agree that after the plays have begun, they should continue without interruption. Both of these men have given introductory remarks in English preceeding our broadcasts of Comedie Francaise plays. I am enclosing copies of listener letters received by WGBH in the last six weeks which reflect a real appreciation of the opportunity to hear the Comedie Francaise as one might hear it in Paris.

Either let us put on the plays in French or put them on in English translation. We want them in French not because of Boston but because of every good reason which is equally applicable in Ames, Madison, Minneapolis, University City, or Houston.

Yours cordially,

Parker Wheatley

Ph:eth
Enclosures
cc Network Acceptance Committee
Program Planning Committee
Mr. Seymour N. Siegel
Mr. Lawrence Creshkoff

November 30, 1953

To: Program Planning Committee

From: Skornia

Help! Your reaction and guidance will be greatly appreciated, and I hope I didn't take your name in vain.

In answer to a letter from Graham, containing several proposals.

Copy of original letter was sent by him to Graydon. My copy also being shown to Schooley. Secretarial force several weeks behind now, or I'd have copies made for the rest of you. I hope my reply gives you an idea of what is involved.

Box 2002
University, Alabama

November 5, 1953

Mr. George Probst
Radio Office
University of Chicago
Chicago, Illinois

Dear George:

The reception your final report from the Adult Education Committee received at the annual convention in Norman must have been most gratifying indeed, and I am sure that all of you who have served so untiringly on the Committee must feel a great sense of pride and relief now that your work is finished and the Committee dismissed. I want to add my own very warm thanks and appreciation to those expressed at the convention.

Two chores remain for you as chairman to perform. First, printing the report and transmitting all records to headquarters. May I urge that you do this as soon as possible, especially since the Committee has now been dissolved. The other part of the work of this Committee which might be said to be incomplete is the de Tocqueville scripts. Please give me a report immediately on the status of these scripts and transmit to me all which have been completed. If additional scripts in this series are yet to be written and if any commitments for this work are made, please give me a detailed report.

My immediate concern for this series springs in part from a conversation with Mr. C. Scott Fletcher on October 30, wherein he expressed his interest in this series of scripts and made the statement that NAEB should proceed at once with plans and a request for funds to produce this series. In light of this comment from Mr. Fletcher, I initiated a discussion with Mr. Neil Morrison of the Canadian Broadcasting Corporation concerning the possibility of a cooperative production of this series between NAEB and the CBC. Mr. Morrison spoke very highly of the scripts and expressed considerable enthusiasm for exploring the possibility of this cooperative production. My discussion with Mr. Morrison was purely exploratory. This, as well as several other subjects which require immediate attention, will be the responsibility of the new Program Development Committee which I shall appoint in the very near future to replace the Adult Education Committee. Obviously, no commitments or final arrangements for production of this series can be made by me or anyone else until that new committee is constituted. It goes without saying that we shall need you on that committee and I should be most grateful indeed if you would give me by return mail your suggestions for other NAEB members whom you would recommend on this committee (I should be grateful also if other members of the Adult Education Committee would do likewise).

In as much as nothing can be done on this and several other projects until the new committee is appointed, I should appreciate hearing from you as soon as possible on the various matters raised above.

Again, my gratitude to you and the other members of the Adult Education Committee for a good job well done.

Sincerely yours,

Graydon Ausmus
President

GA/sbr

cc: Fletcher, Newburn, Morrison,
Adult Ed. Committee, and
NAEB Board

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

NAEB

OFFICE OF EXECUTIVE DIRECTOR

UNIVERSITY OF ILLINOIS
119 GREGORY HALL
URBANA, ILLINOIS

NAEB Committees "Program Planning"

December 2, 1953

Mr. Graydon Ausmus
Station WUOA
University of Alabama
University, Alabama

Dear Graydon:

Herewith a couple I hope you'll read. Please return Waldo's to John. Any progress on a planning committee? So far the only one we are "working" is the Network Acceptance Committee. Heaven knows we need planning coordination that John and I don't have time for because of operational pressures every second.

Will be at St. Louis December 4.

Regards,

Harry

Harry J. Skornia
Executive Director

HJS:do
Encls:

December 9, 1953

TO: Frank Schooley
Waldo Abbot
Sy Siegel

FROM: Harry Skornia

Herewith a copy of a letter from CBC. Do either of you see any Union or other problems to prevent CBC broadcast? This is in line with discussions held in Norman (Siegel, Ausmus, Morrison) to try to get some NAEB material to CBC.

We are sending out, just in case, to avoid delay.

Regards,

HS.

Harry Skornia

cc: Ausmus
Biason
Holt
Clausen

C O P Y

CANADIAN BROADCASTING CORPORATION

354 Jarvis Street
Toronto, Ontario
December 4, 1953

Mr. Harry Skornia
National Association of Educational Broadcasters
119 Gregory Hall
University of Illinois
Urbana, Illinois

Dear Mr. Skornia,

A few weeks ago you sent Eugene Hallman a list of programs available on the NAEB Network. A number of the shows on this list look extremely interesting and I wonder whether it would be possible for you to send us for audition purposes programs 1 to 12 in the Payne Communications Award Shows, and programs 3, 6 and 9 in the Popular Arts in American series (by Hitchcock and Handy and the panel on Science Fiction).

We did have an opportunity of listening to some of the "Voices of Europe" programs and it was with great regret that we found ourselves unable to make use of them. However, we have more definite spots in mind for some of the tapes requested in this letter.

I am not sure at the moment what precise notation the parcel should carry in order to admit it to Canada at the lowest applicable rate of duty but I think if the parcel is labelled "Educational Tape records; for audition purposes" there should be no difficulty.

Many thanks for your co-operation in making these tapes available to us.

Yours sincerely,

/s/Gordon Cullingham
Talks and Public Affairs.

COPY FES File COPY

THE UNITED STATES ADVISORY COMMISSION ON INFORMATION

Office of the Chairman

United States Information Agency
Washington 25, D.C.

January 26, 1954

Dear Mr. Ausmus:

The Broadcast Advisory Committee of the U. S. Advisory Commission on Information has recently recommended that an effort be made to tell the Voice of America's story to the American people through radio and television.

This committee, as you know, is composed of prominent members of the U. S. broadcasting industry selected to advise VOA. The Committee's awareness of the genuine interest on the part of the American public in the Voice's aims and activities has prompted this letter.

Specifically, the Committee asked whether the NAEB might be interested in preparing a documentary about VOA, or possibly a series of them, for broadcast on its member stations.

If the NAEB were to regard this suggestion favorably, VOA would be able to assist writers assigned to the program by supplying, for example, dramatic illustrations of the effectiveness of its broadcasts behind the Iron and Bamboo curtains; the significance of the constant attacks on VOA by the Soviet and satellite press and radio; jamming and its meaning; sketches of colorful personalities employed there; unusual listener mail; and, in general, a wealth of material showing how a global network using 80 transmitters and broadcasting in 34 languages operates on a 'round the clock basis. For purposes of background information, the enclosed printed material may be helpful.

Currently, WABC is preparing a series of thirteen half-hour programs on VOA which will be aired in New York beginning

Mr. Graydon Ausmus,
President, National Association of
Educational Broadcasters,
University of Alabama,
University, Alabama

COPY COPY

WHITE HOUSE CONFERENCE ON HIGHWAY SAFETY
GENERAL SERVICES BUILDING
WASHINGTON 25, D. C.

February 8, 1954

RECEIVED
NAEB HEADQUARTERS
FEB 9 1954
AM 7 8 9 10 11 12 1 2 3 4 5 6 PM

Dr. Harry Skornia
Executive Director
National Association of
Educational Broadcasters
University of Illinois
Urbana, Illinois

Dear Dr. Skornia:

Admiral H. B. Miller, Director of the White House Conference on Highway Safety, has asked me to send you the enclosed material. I hope that you may find it of interest.

Sincerely,

Gordon M. Sessions

Gordon M. Sessions
Publicity Director

GMS/bw
Enc.

WHITE HOUSE CONFERENCE ON HIGHWAY SAFETY
GENERAL SERVICES BUILDING
WASHINGTON 25, D. C.

TO THE EDITOR:

Leaders of public information media are mobilizing support for the White House Conference on Highway Safety, which President Eisenhower has called for February 17, 18 and 19, in Washington.

You will doubtless be hearing more about this soon from the Conference Media Group, headed by Charles F. McCahill of the CLEVELAND NEWS, immediate past president of the American Newspaper Publishers Association.

Meanwhile, I thought that you would like to have the attached "Fact Sheet" concerning the Conference, and a copy of President Eisenhower's letter to the forty-eight Governors, asking their cooperation. Perhaps this material may suggest ideas for news or feature article, editorials or cartoons.

H. B. Miller, Rear Admiral,
U.S.N., Retired
Conference Director

WHITE HOUSE CONFERENCE ON HIGHWAY SAFETY

Media Group

Chairman: Charles F. McCahill, Past President
American Newspaper Publishers Association
The Cleveland News

Secretary: Mr. Paul Williams
Safety Editor
Omaha World-Herald

PLANNING COMMITTEE

Harold E. Fellows, President,
National Association of Radio
and Television Broadcasters

Kerwin H. Fulton, President,
Outdoor Advertising, Inc.

Eric Johnston, President,
Motion Picture Association of America

Glenn McNeil, Manager,
Tennessee Press Association

Robert H. Schmid, Vice President,
Mutual Broadcasting System

E. Lansing Ray, Publisher and Editor,
St. Louis Globe Democrat

Philip G. Reed,
International News Service

William L. Beale,
Chief, Washington Bureau,
The Associated Press

Lyle C. Wilson, Vice President,
United Press Associations

ADVISORY COMMITTEE

Joseph B. Agnelli, President,
Bell Syndicate

Ernest Cuneo, President,
North American Newspaper Alliance

Ward Greene, General Manager,
King Features Syndicate

Jack Howard, President,
Scripps-Howard

Wesley I. Nunn,
Coordinator, Stop Accidents Campaign

Paul Wooten, Editorial Board,
Chilton Company, Inc.

In brief....

WHITE HOUSE CONFERENCE ON HIGHWAY SAFETY
GENERAL SERVICES BUILDING
WASHINGTON 25, D. C.

WHAT IT IS:

President Eisenhower has called a White House Conference on Highway Safety, to be held in Washington on February 17, 18 and 19.

THE PURPOSE:

To develop Nation-wide public support, at the community level, for proven methods of improving street and highway safety.

THE PARTICIPANTS:

The President has asked all Governors to participate, and to designate outstanding citizens as delegates, including representatives of agriculture, business, labor, women, public officials, media of public information, and organizations (service, fraternal, religious, veterans, et cetera).

THE NECESSITY:

Traffic fatalities in 1952 reached 38,000 -- more than those of American armed forces in Korea. The injured numbered 1,350,000, including more than 100,000 permanently maimed. Money loss amounted to $3,750,000,000. And, 1953 deaths are running about 1 percent ahead of last year's.

THE METHOD:

Safety organizations and public officials have long since learned how to reduce accidents. The Conference purpose is to translate this knowledge into results by means of vigorous, continuing public support.

FACTS ABOUT THE WHITE HOUSE CONFERENCE ON HIGHWAY SAFETY

WASHINGTON, D. C. - FEBRUARY 17-18-19, 1954

Determined to reduce the Nation's heavy annual toll of traffic deaths and injuries, President Eisenhower has called a White House Conference on Highway Safety, to be held in Washington on February 17, 18 and 19, 1954.

Participants will represent seven basic groups: agriculture, business, labor, women, public officials, media of public information, and organizations (service, fraternal, religious, veterans, et cetera).

The President has invited all Governors to cooperate, and has asked each to designate a group of outstanding citizens, including representatives of each of the basic categories, as delegates from the State.

Purpose of the Conference will be to stimulate organized public action in every State, at the community level, to increase the safety of streets and highways by fuller utilization of measures which have been proven to be effective in reducing accidents. Delegates in each of the seven groups will be asked to determine what they can do to support these proven measures and to bring about their wider application.

Secretary of Commerce Sinclair Weeks is general chairman of the Conference, assisted by Robert B. Murray, Jr., Under Secretary of Commerce for Transportation. Director of the Conference is Rear Admiral Harold Blaine Miller (U. S. Navy, retired), director of information of the American Petroleum Institute and executive director of the Oil Industry Information Committee.

Launched by President Eisenhower

The Conference on Highway Safety had its origin last July 28, when the President invited twenty-eight business leaders to the White House to discuss what could be done about the street and highway accident problem.

Pointing out that yearly traffic fatalities far exceed the total of American military personnel killed in Korea; and that, in addition, the annual money loss is $3,750,000,000, the President called this sheer waste, and urged the group to give leadership in promoting corrective action.

The businessmen met the same day with Secretary Weeks and formed the Businessmen's Advisory Group. Action to organize the other six groups followed.

Scope of the Problem

The traffic problem concerns every motor vehicle driver and every pedestrian in every community in every State.

Traffic fatalities in 1952 reached 38,000, and the list of injured reached 1,350,000 -- including more than 100,000 permanently maimed.

For the first nine months of 1953, traffic deaths were about 1 percent greater than during the same period of 1952.

It required fifty years for the United States to reach its millionth traffic fatality: in 1951. But, present indications are that only half as long will be needed to reach the second million: in 1976.

The first President's Highway Conference, in 1946, worried about the accident exposure generated by some 35,000,000 motor vehicles. Now it is necessary to cope with the hazards created by 54,000,000 vehicles.

The Solution

There is no longer any question of what to do. The knowledge is available -- accumulated in thirty years of study and experience by public officials and private organizations. The Action Program developed by the 1946 and 1950 President's Conferences covers the fields of education, engineering, accident records, motor vehicle administration, enforcement, laws and ordinances, and public information and support.

Effectiveness of this program has been demonstrated by the fact that those States and communities, which have most faithfully followed the recommendations, have sharply reduced their accident tolls. Largely through partial application of the Action Program, the national fatality rate per hundred million vehicles has been reduced more than one-third since the program was developed in 1946.

Yet, these advances have been achieved with only spotty and frequently haphazard effort. Nation-wide, there has never been carried out more than 60 percent of what might be termed the minimum recommended program.

The Opportunity

Following last June's White House meeting, the business group set a goal for 1954: to reduce the Nation-wide highway toll by 40 percent. This would mean at least 15,000 lives saved, and 500,000 spared from injury, including 40,000 kept from being permanently maimed.

As Secretary Weeks stated: "We know the things that should be done. If civic leaders will see to it that they are done, we can get effective safety programs in every community from coast to coast."

Organizational work of the Conference is staffed by the Bureau of Public Roads in the Department of Commerce. Staff headquarters are in the General Services Building, Washington 25, D. C.

C
O
P
Y

THE WHITE HOUSE
Washington

December 11, 1953

Dear Governor:

The mounting toll of death and injury on our highways long ago reached a point of deep concern to all of us. It stands before America as a great challenge — humanitarian and economic — and must be met by urgent action.

I have examined the "Action Program for Highway Safety" which you and the other Governors have developed in cooperation with interested organizations and public officials having jurisdiction over highway safety. It is a sound and workable program, but effective citizen leadership is needed to help you put this great crusade into organized action on a scale far bigger than ever before.

Accordingly, I have called a Conference on Highway Safety for Washington next February seventeenth, eighteenth and nineteenth. The Conference will serve to focus more public attention on the problem and stimulate active leadership in every community.

I should appreciate your designating an appropriate group of your outstanding citizens as a delegation to represent your state. Since the Conference program will be built around seven basic groups — labor, agriculture, business, women, public officials, media of public information and other organizations (service, fraternal, religious, veterans, etc.), I would hope that your delegation will include representatives from each of these categories.

Will you please forward the names of your state's delegates to the Conference on Highway Safety, Room 1107, General Services Building, Washington 25, D. C. Secretary of Commerce Weeks, General Chairman, will send you detailed background information on the Conference shortly.

Naturally, we would be happy to have present all Governors whose schedules and responsibilities would permit attendance. At any rate, I am depending on your active cooperation and support to make this Conference most effective.

Sincerely,

/s/ Dwight D. Eisenhower

The Honorable Robert B. Crosby
Governor of Nebraska
Lincoln
Nebraska

THE CONSOLIDATED UNIVERSITY OF NORTH CAROLINA

University of North Carolina at CHAPEL HILL • *North Carolina State College of Agriculture and Engineering at* RALEIGH • *The Woman's College at* GREENSBORO

GORDON GRAY, *President*
WILLIAM D. CARMICHAEL, JR.
Vice-President and Controller

February 9, 1954

Mr. Graydon Ausmus
President
National Association of Educational Broadcasters
Box 2002
University, Alabama

Dear Graydon:

I'll be delighted to accept the chairmanship of the Television Program Planning Committee with the duties as outlined by Earl Wynn in the enclosure and I'll be glad to get in touch with the persons you suggested.

I have two questions:

(1) I understand Ed Wegener has joined Bill Wood as his Program Planner. I get this from Bob Hudson, so I assume it is pretty straight dope. Surely you don't want two people from the same station?

(2) I do not know either Harry Lamb or WTDS, but upon identification and receipt of address I shall be glad to notify him and the others of their appointment.

Best personal regards,

Bob

Robert F. Schenkkan
Director of Television

RFS:ps
Enc.

TO: All Officers
TV Operations Committee
TV Program Planning Committee

FROM: Skornia

DATE: February 9, 1954

The attached is quite an assignment. The pile of work and material stacked up here, may include some of the answers. If so, please tell us in what it might be found. More importantly, send along all you have. I'm positive that we have at Headquarters wholly insufficient replies to most of these questions, and can use all you can send based on experience at your institutions, or stations.

Many thanks.

C O P Y
NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

February 6, 1954

Dr. Harry Skornia
14 Gregory Hall
University of Illinois
Urbana, Illinois

Dear Harry:

The meeting at Auburn these past two days pointed up the urgency of our preparing a package for all prospective TV station operators, whether NAEB or not. This should include at least the following:

1. List of the type, kind, and amount of equipment which has been purchased by every TV station that has gone on the air.

2. Studio, workshop, and office layouts.

3. Grid and lighting plans.

4. Miscellaneous studio equipment. (Rear-screen projectors, drapes and backdrops, etc.)

5. Carpentry shop, paint shop, art shop, and equipment and supplies.

6. Basic staff and studio personnel.

7. Typical program weeks.

8. Administrative, consultative, advisory, campus and off-campus committee structures.

9. Budget or budget estimates.

This is a big assignment, but it should be done within the next two weeks and should be held in readiness for anyone who requests it. I am aware that no two situations will be alike and that no one plan will fit any new situation; however, the question in every new place is: "How is it being done elsewhere?" University and school people are accustomed to taking a plan and adapting it to their own needs.

These are the crying needs at this point, and we must provide them.

Sincerely yours,

/s/ Graydon
Graydon Ausmus
President

GA/sbr

Schooley

arrived on
day after material
you already
have.

February 10, 1954

Mr. H. B. Miller, Conference Director
White House Conference on Highway Safety
General Services Building
Washington 25, D. C.

Dear Mr. Miller:

I am passing on to Mr. Frank Schooley, who is Chairman of the NAEB Program Planning Committee, the materials you sent me on the White House Conference on Highway Safety. Either he or I will pass on the reaction of the Committee to the possibility of doing everything possible to help this project along.

Meanwhile, will you keep us informed of future developments, please?

Sincerely yours,

Harry J. Skornia
Executive Director

HJS:ms
cc: Mr. Frank Schooley

WHITE HOUSE CONFERENCE ON HIGHWAY SAFETY
GENERAL SERVICES BUILDING
WASHINGTON 25, D. C.

February 5, 1954

RECEIVED
NAEB HEADQUARTERS
FEB 10 1954
AM 7|8|9|10|11|12|1|2|3|4|5|6 PM

Dr. Harry Skornia
Executive Director
National Association of
Educational Broadcasters
University of Illinois
Urbana, Illinois

Dear Dr. Skornia:

Mr. Seymour N. Siegel, director of the City of New York Municipal Broadcasting System, has suggested that the National Association of Educational Broadcasters may want to participate in the nationwide program which is being launched this month by the White House Conference on Highway Safety.

In order that you may know the background and purposes of the Conference, I am sending, under separate cover, some informational material which we have issued.

When you have had a chance to look it over, will you let me know, please, whether you agree that this would be a very worth while part of your broadcasting activities?

All good wishes

Sincerely,

H. B. Miller
Conference Director

Box 2002
University, Alabama

February 11, 1954

Mr. Justin Miller
Chairman, The United States
Advisory Commission on Information
United States Information Agency
Washington 25, D. C.

Dear Judge Miller:

Thank you for your letter of January 26 in reference to the possibility that NAEB might be interested in preparing a series of documentaries about the work of the Voice of America. I apologize for the delay of my reply.

I have referred this letter to the NAEB Program Development Committee with a request for consideration and a recommendation. Mr. Frank E. Schooley, Director of Radio Station WILL at the University of Illinois, is Chairman of this committee. You will hear from him in the near future.

In the event ABC makes the WAEC series on VOA available, we would be interested in auditioning these programs for possible use on the NAEB network. If they are available, would you please forward them to Dr. Harry Skornia, Executive Director, National Association of Educational Broadcasters, 14 Gregory Hall, University of Illinois, Urbana, Illinois.

Thank you for calling my attention to this possibility. We will give both possibilities careful consideration and communicate with you further.

Very sincerely yours,

Graydon Ausmus
President

GA/sbr

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

OFFICE OF THE PRESIDENT

NAEB

Box 2002
University, Alabama

February 11, 1954

Mr. Frank E. Schooley
Station WILL
University of Illinois
Urbana, Illinois

Dear Frank:

Please see the attached copy of correspondence with Justin Miller, copies of which I have sent to all members of the Program Development Committee and the Executive Committee.

After conferring with Skornia and members of your committee, please make a recommendation to the Executive Committee on this.

I doubt that we will want to produce a series on VOA ourselves, however, if you and the committee think this is a good thing, write Miller for more details, by all means hit him up for a slug of money for production, and proceed. Whatever you do, I would suggest that you send Miller a brief note stating that you are taking this up with the committee and will give him a reaction in the near future.

Kindest regards.

Sincerely,

Graydon Ausmus
President

GA/sbr

FES. file

February 18, 1954

Mr. H. B. Miller, Conference Director
White House Conference on Highway Safety
General Services Building
Washington 25, D. C.

Dear Mr. Miller:

I will be glad to receive additional information which will be available after the White House Conference on Highway Safety.

I am sure that every NAEB member is interested in this major problem of our modern-day society.

Sincerely yours,

Frank E. Schooley
Treasurer

FES:js

February 18, 1954

Mr. Justin Miller
Chairman, The United States
Advisory Commission on Information
United States Information Agency
Washington 25, D.C.

Dear Judge Miller:

I just wish to add my word to that sent you on February 11 by President Graydon Ausmus.

We certainly are interested in the work of the Voice of America and its interpretation to the American people. I am taking this project up with the NAEB Radio Program Development Committee. At any time you have additional information, I shall be happy to receive it.

Sincerely yours,

Frank E. Schooley
Treasurer

FES:js

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

NAEB

February 19, 1954

Mr. Russell Keep
Dartmouth College
Department of Philosophy
Box 724
Hanover, New Hampshire

Dear Mr. Keep:

Your most interesting proposal of February 14 has been received and noted. I have today referred it to Mr. Frank Schooley, Chairman of the NAEB Radio Program Planning Committee. I hope you will hear from him directly on this.

Sincerely yours,

Harry J. Skornia
Executive Director

cc: Mr. Frank Schooley
HJS:do

DARTMOUTH COLLEGE
∴ *Department of Philosophy* ∴
HANOVER • NEW HAMPSHIRE
BOX 724

RECEIVED
NAEB HEADQUARTERS
FEB 17 1954
AM 7 8 9 10 11 12 1 2 3 4 5 6 PM

February 14, 1954

My dear Doctor Skornia:

Mr. Siegel of station WNYC advised me to write to you. I had written him concerning the NAEB and the possibility of our contributing to its programs.

I am presently engaged here at Dartmouth in a project centered around the work of Eugen Rosenstock-Huessy, professor of social philosophy. Part of the work is the preparation of LP records and tapes based on the lectures he gives in class, i.e. rough recordings are made in class, as Professor Huessy speaks expemporaneously, and then from these he records a corrected copy. The idea is to have (1) a permanent record of his class work, (2) a selected group of recordings suitable for outside groups and individuals, (3) stenographic transcript for use as first draft on two contemplated books.

Professor Huessy when he first came to this country went to Harvard where he gave a series of the Lowell Lectures which have subsequently become his book, "The Multiformity of Man". We are planning to record in part a new "edition" of these lectures as they were given almost twenty years ago and there are many new things to be added. We are in the process of making a recording which will include an "Introduction to the Philosophy of History" and "Teaching & Learning, the understanding of two generations." We have just completed a two and one-half hour recording entitled, "Make Bold to be Ashamed, on freedom, growth and self-Knowledge" which is available on both tapes and LP records. (see enclosure)

This project is conducted with the consent of the college but it is completely a private venture in that I am financing the whole program myself because, as a student of Professor Huessy's some years ago, I felt that what he said should be saved and preserved for others outside Dartmouth to hear. Mr. Siegel indicated that our participation in your program would be welcomed if feasible. I hope that these lectures may interest you and that I may have the pleasure of your reply.

Sincerely,

Russell Keep

Russell Keep

UNITED STATES INFORMATION AGENCY
BROADCASTING SERVICE
P. O. BOX 407, RADIO CITY STATION, NEW YORK 19, NEW YORK

March 2, 1954

IN REPLY REFER TO
IBS

Dear Mr. Schooley:

Correspondence which you and Graydon Ausmus have had with Justin Miller has been passed on to me.

We have received permission from Station WABC, New York, to allow your member stations to use the radio show "Your Voice of America", which is produced and owned by WABC. There will be no charge for this service, but I believe that the stations that use it ought to pay for the recording or the tape. These reproductions of broadcasts will be made for the Voice of America from the WABC line.

If you will be kind enough to let us know what our next move should be, we are prepared to go ahead right away.

Very truly yours,

Edward F. Lethen, Jr.
Deputy Assistant Director
for Broadcasting

Mr. Frank E. Schooley,
Treasurer,
National Association of Educational Broadcasters,
Radio Station WILL,
University of Illinois,
Urbana, Illinois

WHITE HOUSE CONFERENCE ON HIGHWAY SAFETY
GENERAL SERVICES BUILDING
WASHINGTON 25, D. C.

TO THE EDITOR:

Because of the great interest shown in the White House Conference on Highway Safety by the public information media, I'm attaching a preliminary summary of all Conference reports. Perhaps this material may suggest ideas for local angle stories or editorials. Thanks very much for your pre-Conference coverage.

Sincerely yours,

Min Miller

Min Miller
Rear Admiral, USN (Ret.)
Conference Director

Attachments

PRELIMINARY SUMMARY OF REPORTS OF THE SEVEN GROUPS
OF THE WHITE HOUSE CONFERENCE ON HIGHWAY SAFETY
WASHINGTON, D. C. FEBRUARY 17-19, 1954

On February 18, President Eisenhower formed the President's Action Committee for Traffic Safety in an effort to mobilize public support at the community level in a national crusade to curb the traffic accident toll.

The announcement was made by Vice President Nixon before 2,500 delegates from 48 States who attended the three-day session of the White House Conference on Highway Safety that opened in Washington on February 17.

To serve as the nucleus of this Action Committee, the President appointed the chairmen of the seven groups which constituted the conference: agriculture, business, labor, women, public officials, media of public information and organizations. In one broad stroke, the President gave continuity to the work of the Conference by appointing, as several of the groups had recommended, a permanent agency to coordinate the crusade on local, State and federal levels.

President Eisenhower, in his speech before the Conference, emphasized that traffic accidents have been taking 38,000 American lives annually and characterized the street and highway traffic problem as "a national problem of first importance."

Briefly, here are the reports of how the seven groups proposed that the problem be tackled at the community level:

Agriculture

The Agriculture Group felt that rural groups should be included in all traffic safety programs and that these activities should be made an essential part of the general farm safety program. It noted that a substantial portion of the nation's 38,000 annual traffic fatalities occur in rural areas. It believes that any group in building an effective safety program in rural areas must look for leadership to the organized rural people of America who are well equipped to focus public opinion on this vital problem.

The 4-H Clubs, Future Farmers of America and similar rural youth organizations should be included in the planning and execution of all rural highway safety programs. The Agriculture Group recommended that land grant colleges be made a key agency in promoting highway education throughout the State because these schools, with their extension and continuing education services, enjoy the confidence of the people as a whole.

It also recommended that driver education in schools be improved and expanded and that the Governor of each State call a conference on highway safety to develop active safety programs that will reach the local level.

Business

The Business Group asserted that businessmen can make their greatest contribution through organized action in their own communities and States. Specifically businessmen were urged to set up civic safety

agencies where none exist or join in extending the program of well-conceived existing organizations. It felt that State and community safety groups, when well-organized, well-financed and well-managed, have proved extremely effective as rallying points for public support and as working partners of official agencies. No specific type of civic safety organization was recommended since various types have been successful.

The 30-man Business Advisory Group, as the nucleus of organized business interest, further proposed to undertake an active follow-up program in support of the Conference objective. It proposes to distribute specially developed informational literature to the nations' businessmen as a means of encouraging and helping to guide their organizational efforts. It also will ask several qualified national organizations in the highway safety field, particularly those to whose support business and industry have long contributed, to extend all possible assistance to local groups in the analysis of their needs and the development of their plans.

Labor

The Labor Group announced that labor is eager to participate as a full and equal partner with all other segments of the community, and with organizations on community, State and federal levels, in devising and carrying out traffic safety programs.

Labor believes it has an urgent obligation to make this contribution because a majority of those killed or injured in highway accidents are wage earners or members of their families.

The Labor Group felt that labor must become more active in traffic safety programs by assisting on traffic commissions or boards, offering whatever service it can to law enforcement agencies, and increasing its affiliation in the common goal with civic and service clubs. Labor pledged its support in promoting better highway safety legislation and improved programs of education and law enforcement.

It recommended that the staff of 18 safety directors of the Bureau of Motor Carriers of the Interstate Commerce Commission be increased to 112 safety directors to provide more adequate protection for each State.

Media

Full support of the President's challenge to generate a new sense of public responsibility for highway safety was pledged by the committee composing the Media Group--radio and television, daily and weekly newspapers, magazines, advertising and motion pictures.

Asserting that the key to progress in traffic safety is an aroused and full-informed public, the Media Group declared that it would use all its resources to tell each citizen how the Action Program of the White House Conference on Highway Safety is being carried out; to impress each person with the fact that traffic safety is an individual responsibility; and to get him to publicly support some traffic safety activity.

The Media Group promised to intensify its efforts to make certain that every person in the field of communications and public information is fully briefed on the aims of the White House Conference and supports its work by finding new ways to tell the continuing story.

Organizations

The Organizations Group--religious, fraternal, veterans and service organizations--pledged itself to arouse public opinion in every community on the need for a local safety organization. It promised to get its member organizations to adopt highway safety as a permanent and continuous program and to cooperate with all other groups in helping to reduce the traffic accident toll.

It felt that any effective safety movement must start with the individual and that the members of its group represent the best means of reaching every individual in every community in the country.

The Organizations Group recommended that one month each year be devoted to a national campaign to educate the public and create support for local programs to reduce traffic accidents. It recommended that the President of the United States, the Governors of each State, the mayors of cities and towns, and school officials and teen-age groups proclaim that month for special observance of traffic safety and courtesy on all streets and highways. The campaign would employ the use of all media to promote the nation-wide observance of traffic safety.

Public Officials

The Public Officials Group recognized that the responsibility of public officials to deal aggressively with the problems of traffic accidents had been clearly spelled out by the delegates to the White House Conference on Highway Safety.

It recommended that the Governor of each State inform the public of his willingness to help them carry out the Action Program on highway safety; that he call a meeting soon to review the activities in his State relative to the recommendations of the Action Program; and that he give immediate consideration to following up the White House Conference on a State level, using the same basic plan of organization by groups.

The Public Officials Group also recommended that the chief executive of each county and municipality take aggressive leadership to place into effect as quickly as practicable all phases of the Action Program; and that the Governor and these officials make an immediate and realistic appraisal of highway safety deficiencies and establish priorities for meeting them.

Women

Promoting traffic safety, the Women's Group asserted, is a civic responsibility of women and, as molders of opinion in the home, women have an added responsibility to develop proper attitudes toward traffic safety.

The Women's Group felt that local community-wide citizen safety groups must be the basis for attacking the problem of highway safety and

that women can assist by helping to form such groups or cooperating with those already functioning.

It believes that the vast amount of time and effort which women can contribute are resources that have not been adequately tapped for use in the traffic safety movement. Women's great enthusiasm and willingness to work cooperatively with others must be channeled in a positive, coordinated program if these attributes are to be applied effectively.

The Women's Group recommended that publicity programs be geared to the community level and personalized to appeal to women who may not belong to participating organizations.

Report of
The Media Group of the 1954
White House Conference on Highway Safety

"Crusade for Safety"

An Opportunity for Every Motorist, Pedestrian and
Taxpayer Everywhere To Do Something About
Traffic Safety

The general aim of our Crusade is to reach each motorist and pedestrian as an individual and to impress on him the importance of his own efforts for traffic safety. It is his walking or driving that makes the traffic problem. It is his own efforts at improvement that are going to solve the problem.

We believe that the key to progress in traffic safety is an interested, fully-informed public. We pledge ourselves to strive for this goal by:

A. Using our fullest efforts to tell every American about the Action Program of the White House Conference on Highway Safety.

B. Endeavoring to show every American his own individual responsibility for a solution of the traffic problem.

C. Where it is consistent with the roles of the various media, to help enlist every American in some type of public-support activity for traffic safety.

To achieve the aims listed above, we propose to use four tools:

1. Intensive efforts within the media trade groups to make sure that editors, newsmen, advertising men and others in the information field fully understand the aims of the White House Conference and are constantly seeking new ways in which their respective media can tell the story to the public.

2. As always, full and thorough reporting of the activities of federal, State and local officials charged with the responsibility of safe traffic movement.

3. Prizes, publicity and other forms of recognition for outstanding safety activity.

4. A massive pledge-signing effort.

As a basis for action in local-level Crusade for Safety efforts, we are attaching hereto suggestions made by our several committees.

Respectfully submitted, CHARLES F. McCAHILL, Chairman, Media Advisory Group

Radio and Television Committee

1. The radio and television broadcasters here convened enthusiastically accept President Eisenhower's challenge to undertake an action program to bring about a new sense of public responsibility for, and interest in a reduction of highway accidents, and do pledge their full support to local, regional and national efforts to accomplish the aims projected by the 1954 White House Conference on Highway Safety.

2. To secure maximum efficiency with resulting positive action, the radio and television broadcasters will undertake to fully coordinate their local efforts in behalf of highway safety promotion with all local and national safety agencies, both public and private, and with all media so that public information will focus in a united fashion on critical needs.

3. Along with continuing programs calculated to increase public support in behalf of highway safety, the radio and television broadcasters will engage in concentrated campaigns to build faith and confidence in sound enforcement procedures, in good engineering practices affecting the public highway, and in spreading understanding of proven scientific equipment designed to protect life and property moving in traffic.

4. The radio and television broadcasters recognize a need for more realism in broadcast continuity and visual presentations dealing with safety on the highway, and to this end there will be greater emphasis on presenting actual accident detail, and less generalization of a broad education nature.

5. In order that the individual radio and television stations can realize the best results from operations pertaining to highway safety within the stations, and in relation to interested groups, every broadcast manager in the country will be asked to name an informed and interested member of his staff as "contact man" for all highway safety matters.

6. Recognizing that public confidence has already been established in radio and television programs and personalities now on the air, the safety themes set out by this Conference will be incorporated into sustaining and sponsored programs, and will reflect a "localized" treatment to bring maximum exposure to listeners and viewers in a setting readily understandable to them.

7. The sharing on a national scale of proven program techniques and organizing methods will result in great benefit to all broadcasters. In order to achieve this, a national clearing house and coordinating center will be set up for radio and television broadcasters by the National Association of Radio and Television Broadcasters. Broadcasters in all parts of the country will be invited to interchange their experience through this facility.

8. The presence of State associations of broadcasters in most States of the Union, and of specialized groups such as the Association of American Women in Radio and Television, the National Association of Radio and Television Broadcasters, calls for a maximum use of all organized facilities to promote highway safety.

9. Every broadcaster will be asked to volunteer his personal efforts and the facilities of his station to the local organization concerned with highway safety. In addition each State association will be asked to volunteer its assistance to the governors of the several States in the establishment of State programs concerned with highway safety.

Respectfully submitted, HAROLD E. FELLOWS, Chairman

Daily Newspaper Committee

The 34-man committee representing the daily newspapers in the White House Conference on Highway Safety recommends to the President of the United States that the Conference:

1. Strongly encourage the creation of a permanent organization or agency to carry on its work the year around and disseminate news and material for the information of the nation's daily press.

2. Urge the nation's daily press to enlist the press associations in disseminating highway safety news on a broader and more dramatic scale by wire and other means.

3. Urge the newspapers to strive to improve and humanize their spot coverage of accidents, concentrating on the personalities of the individuals involved and the effects of the accidents on the individual or his survivors.

4. Request the daily press to exchange ideas on the various devices and methods proved successful in local and regional highway safety campaigns, and that the American Newspaper Publishers' Association be asked to serve as the medium of distribution.

5. Urge the daily newspapers in their State associations to move in concert in highway safety educational work, employing their wire associations within their States on highway safety problems common to them.

6. Request the President of the United States to write a letter to each of the publishers and the editors-in-chief of the nation's daily newspapers asking him to enlist his personal interest and the influence of his newspaper in the White House Highway Safety Conference Crusade for Safety.

7. Urge in any communication to daily newspaper publishers and editors that they, wherever possible, assign a specific reporter, or channel all highway safety material through one reporter, to develop a knowledgeable expert in this highly complex undertaking.

8. Urge the daily newspapers to organize at the local level the efforts of substantial highway safety groups, with strong news and editorial page support.

Respectfully submitted, W.S.LAMPE, Chairman

Weekly Newspaper Committee

The Weekly Newspaper Committee of the Media Group recommends the following suggestions as to the part weekly newspapers can play in promoting the Crusade for Safety:

1. Sponsor all possible movements to promote and encourage highway safety and make a success of the "Crusade for Safety".

2. Editorialize the local accident, with emphasis on the cause.

3. Give wide publicity to local organizations, endorsing their safety movements and encouraging them in their work.

4. Encourage enactment of legislation to provide State aid for training small city police officers, thereby helping to alleviate the incompetence now noted in so many small villages.

5. Encourage schools and youth organizations to promote student highway safety councils to help youthful drivers get off to a good start in driver courtesy and practice.

6. Ask their respective State Legislatures to bring the Highway Patrol up to full strength, as advocated by the National Safety Council.

7. Explore the idea of promoting the setting up of Citizens Reporting Committees in their towns, with names kept confidential.

8. Suggest that the States use psychiatry and other scientific means to eliminate mentally unfit drivers.

9. Unite in a one-week test of public cooperation in a "Stay-Alive Week," encouraging public cooperation and gauging the sincerity of the public in this all-important safety work.

10. Recommend that kits of material, including accident and safety pictures or mats, be supplied the weekly press for illustration of good driving and other highway safety practices.

11. Recommend that legislation be sponsored requiring that convictions in traffic law violations be reported to the newspapers.

12. Encourage the teaching of safety in schools from the first grade through high school.

13. Encourage courtesy in drivers and pedestrians.

14. Sponsor programs to give recognition to courteous safe drivers and to towns and counties with good safety records.

15. Work toward securing adoption by towns and States of the Uniform Vehicle Code and Model Traffic Ordinance and the use of uniform signs and signals.

16. Encourage the conduct of mandatory safety classes for youthful traffic law violators.

17. Explore the idea of promoting individual safety pledges and display of safe driving emblems.

Respectfully submitted, H. V. WELLS, JR., Chairman

Magazine Committee

Magazine editors in attendance expressed full support of CRUSADE FOR SAFETY, and urged that a full but concise section in the proposed promotional brochure or booklet be devoted to Magazines and their importance to the Crusade, with stimulating suggestions as to the infinite editorial variety in this subject and how they may get help in developing material from it.

Every editor, it was recognized, will campaign with his own readership in mind. But to prove to an editor that there is lively and interesting material in the Safety subject indicates a need for help from such organizations as the National Safety Council, AAA, Automotive Safety Foundation, etc.

Editors would be helped by closer contact with these agencies and experts in the problem; it is recommended that magazine editors request (if they are not now getting it) the full reports from these agencies, scan them thoroughly, then indicate to the public relations men of the agencies the sort of special category of the problem that interests them.

TIP SHEET; Hope was expressed that these organizations, or some central public relations group working for them, give more thought to Magazines and the kind of stories they use--not magazines as a whole but specific ones, with specific approaches to the problem.

Once this is established between an editor and a P.R. man, the latter should be able to furnish an editor with tips on news events, personalities and developments in the Safety field which, with a little imagination, could be made the basis for articles.

That calls for more magazine consciousness on the part of the various safety organizations--the ability to smell a magazine piece in some person or event, and the time taken to call an editor's attention to it.

ON THE EDITORS' PART: The following points for action were suggested: It was urged that every magazine editor carefully study any list of sources (such as the Safety organizations) for agencies whom he can contact or even make a liaison with for story material.

Call his staff together immediately and discuss the particular angles of the traffic problem that best lend themselves to exciting and instructive interest to his readers.

Then lay out a year's program for varied but regular articles dealing with phases of the problem. Make it one of the "musts" in his editorial program for the year that a given and specific amount of space be devoted to the subject.

But above all, and first of all, give the subject enough thought himself to prove to his own satisfaction that a rich mine of material lies virtually untapped--and all he needs to do is go after it!

Assign a staffer or alert free-lancer to the interest he has in this type of material, and count upon this person or these persons to become experts in the field.

Present as much as possible the positive view--playing the success or achievement angles, with plenty of "How you can do it too" emphasis.

Use strongly the "you" approach in order to bring articles, of whatever kind or slant, directly home to the reader.

Remember that there are sound sources not only for story material, but the country's best experts available to check same for factual statements.

Discover what are the salients the experts have agreed upon as most important in this Crusade, and exercise his imagination in developing articles around them.

Remember that there is no field where there has not been a tremendous amount of authoritative research done, and where facts are available.

There is drama, achievement by ordinary people, interesting personalities, community success stories, "how to" pieces galore, personal experience pieces, crusading editorials and articles of expose--and even humor. All interesting possibilities on their own, but also of tremendous importance to America's families and future.

FOR EDITORS AND SAFETY PUBLICISTS: Don't neglect the publications in the Business and Industrial fields. House organs, those with the most limited or restricted appeal, have a tremendous circulation. Publicists should feed these editors with material of various aspects of their special interests. Editors of such publications should be reminded that, since they are designed and edited to serve industry or the business house that produces them, it is to management's immense benefit that workers be made as safety-minded while off the job as when on it.

THE PLEDGE: Since this is designed more for local than national campaigns, not many of the larger magazines of general circulation can use it--except perhaps as basis for a story on how some community licked a tough situation through its use, and thus publicize the idea for adoption by other communities. The exception: House organs, trade journals, and others addressed to a limited and restricted audience can employ it to establish a plant record, etc.

SUGGESTION: A special pledge be devised for the media group, pledging the magazines cooperation (likewise the radio station's, newspaper's, etc.) in the Crusade for Safety. Upon receipt of which a Certificate of Merit (or of Recognition or Appreciation) be sent the journal, paper, or station for framing and hanging on the wall--as a steady reminder to keep up the good work of plugging safety.

Respectfully submitted, CLARENCE HALL, Chairman

Outdoor Advertising Committee

The Outdoor Advertisers, meeting as a committee of the media group of the White House Conference on Highway Safety, recommends:

1. That the Outdoor Advertising medium expand its present support of the traffic safety public information campaign.

2. That State and local councils of all media be established, where they do not exist, for the purpose of coordinating traffic safety public information activities.

3. That a national organization, such as the Advertising Council, be designated as the facility to provide the local outdoor advertising companies, a uniform national public information program on traffic safety.

Respectfully submitted, J. WILLIS CAMTY, Chairman

Motion Picture Committee

We urge that the use by TV of local and national traffic safety motion pictures be encouraged and made a part of every traffic safety campaign.

Also, that the motion picture theaters of the country be urged to exhibit pertinent traffic safety films and cooperate with local and State organizations to promote in every way the Crusade for Safety.

Respectfully submitted, A. JULIAN BRYLAWSKI, for the theater owners of America

Schooley
Was anything
ever settled
about this?
Hope you wrote
& asked for free
programs.
Ga.

Have a good
vacation?

IBS

March 2, 1954

Dear Mr. Schooley:

Correspondence which you and Graydon Ausmus have had with Justin Miller has been passed on to me.

We have received permission from Station WABC, New York, to allow your member stations to use the radio show "Your Voice of America", which is produced and owned by WABC. There will be no charge for this service, but I believe that the stations that use it ought to pay for the recording or the tape. These reproductions of broadcasts will be made for the Voice of America from the WABC line.

If you will be kind enough to let us know what our next move should be, we are prepared to go ahead right away.

Very truly yours,

Edward F. Lethen, Jr.
Deputy Assistant Director
for Broadcasting

Mr. Frank E. Schooley,
Treasurer,
National Association of Educational Broadcasters,
Radio Station WILL,
University of Illinois,
Urbana, Illinois

cc: Judge Justin Miller
Graydon Ausmus ✓

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

NAEB

University of Illinois
14 Gregory Hall
March 31, 1954

Mr. George Probst
Mr. Parker Wheatley
Mr. Bernard Buck
Mr. Kenneth Wright
Mr. Harold Lasswell

Dear Sir:

No doubt you will have noticed that we have been appointed to the Radio Program Planning Committee by President Graydon Ausmus.

Since we probably have little choice to serve individually and collectively to the best of our abilities, let us go forward. I hope to meet with as many of you who may be at the Columbus meeting early in April. If this hope does not become a reality, I shall write you more extensively in mid-April and plan on some future meeting date when time and funds make it possible.

Sincerely yours,

Frank E. Schooley
Treasurer

FES:js

Dear Frank,
Where would I have noticed it?
No letter from Graydon out?
Geo

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

NAEB
Box 2002
University, Alabama

OFFICE OF THE PRESIDENT

February 2, 1954

Mr. Frank E. Schooley
Station WILL
University of Illinois
Urbana, Illinois

Dear Frank:

I should like you to serve as Chairman of the Radio Program Planning Committee, and am naming the following people to serve with you:

George Probst, University of Chicago
Parker Wheatley, WGBH
Bernard Buck, WNYC — 2500 Municipal Bldg. NYC
Kenneth Wright, University of Tennessee - Station WUOT-FM Knoxville, Tenn
H. Lasswell, Yale University - Prof of Political Science - New Haven

Harold

I would appreciate it if you would get in touch with the other members of your Committee and notify them of their appointment.

My kindest regards.

Sincerely,

Graydon Ausmus
President

GA/sbr

approved

Schooley

COMMITTEE APPOINTMENTS (Not yet final) 1/25/54

1) Publications Committee-New-Suggested (to help decide which of many proposed theses etc. to publish)

*James Miles, WBAA
William Harley, WHA
R. Edwin Browne, KFKU
E. C. Waggoner, WEPS
Giraud Chester, Queens College
~~Kenneth Harwood, University of Alabama~~

(5)

Not yet
~~#~~ 3, 5, 20
who are
7, 14?

2) Public Relations Committee (New)

*Seymour Siegel, WNYC
Elmer Sulzer, WFIU
Jim Armsey, NYU
Stewart Howe, Ill. Institute of Technology
Bill Bender, WUOM
Lynn Poole, Johns Hopkins University

(6)

3) Advisory Committee on Scholarships, principally Fulbright (and to handle Fulbright affairs) for NAEB

*Eunice Parker, American Council on Education
*Frank Schooley, WILL; Vice-Chairman in charge of NAEB Scholarship Affairs (in charge of Fulbright affairs for NAEB)
George Probst, University of Chicago
Garnet Garrison, University of Michigan
Elizabeth Golterman, St. Louis

4) Advisory Committee to Center President

*Graydon Ausmus, WUOA
George Probst, University of Chicago
Earl Wynn, WUNC
John Dunn, WNAD
Richard B. Hull, Iowa State College (ex. off.)

(5)

5) Associate Members Committee

*Richard Bell, University of Arizona
Gale Adkins, University of Texas
H. Barrett Davis, Lehigh University
Ellsworth Stepp, University of Colorado
Herbert Prescott, Grinnell College

6) Constitution Committee

(6)
Glenn Starlin, University of Oregon
Richard Bell, Arizona State College
Earl Wynn, WUNC
Lucile Ruby, WLSU
*Jim Miles, WBAA chr
W. H. Ewing, WOSU

7) Engineering Committee, as is.

8) In-School Program Committee

(7)
*Marguerite Fleming, KSLH
John Henderson, WBAA
M. McCabe Day, WVSH
J. J. Stillinger, WBOE
Ola Hiller, WFBE
Marie Scanlon, WBGO
George Johnson, WFIU

9) International Relations Committee

(6)
*Seymour Siegel, WNYC
Kay Lardie, WDTR
George Probst, University of Chicago
Robert VanDuyn, Kellogg Foundation
Marvin Howard Alisky, Indiana University
Arnamae

10) Membership (and Credentials Committee (?))

(8)
*John Dunn, WNAD
*Ed. Adams, University of Washington, ~~Vice~~ Co-Chairman
Cyril Jones, Akron
Jack Westbrook University of Tennessee
B. Kendall Crane, WDUQ
Patricia Green, KBPS
Vernon McKown, WNAS
Elmer Sulzer, WFIU

(11) Radio Network (Acceptance) Committee

(3)
*Waldo Abbot, WUOM
Northrop Dawson, KUOM
Berton A. Kolmberg, KUOM
Camile Halyard, WBKY
Harold Hill, WILL

12) Executive Committee, as is.

13) Radio Program Planning Committee *JRS, chr

George Probst, University of Chicago
Parker Wheatley, WGBH
Bernard Buck, WNYC
Kenneth Wright, University of Tennessee
H. Lasswell, Yale University

14) Research Committee Coleman, Chr

As is, but add:
Raymond Cheydleur, Marshall College
Kenneth Wright, University of Tennessee

15) TV Network (Acceptance) Committee

*Armand Hunter, WKAR
Garnet Garrison, University of Michigan
Martha Gable, Philadelphia Public Schools
Norbert Hruby, Loyola, Chicago
Jack McBride, North Dakota, TV

16) TV Program Planning Committee

*Robert F. Schenkkan, University of North Carolina
Arthur Weld, Syracuse University
Ed. Wegener, WOI
Wm. Wood, WQED (TV)
Harry Lamb, WTDS

17) TV Operations Committee

*Bill Harley, WHA
Richard Goggin, KETC
Richard Rider, University of Illinois TV
Jim Day, KQED (TV)
Ed. Adams, KUOW
John C. Schwarzwalder, KUHF

18) Organizational Liaison

* allen Miller chr
Kenneth Christiansen, Southern Regional Board
Francis Byrnes, National Project, AACE
Lyle Nelson, ETRC
Gertrude Broderick (who has replaced Crabbe as AER President)
Franklin Dunham, U. S. Office of Education
Kelsey Sweatt, Mass. Dept. of Education
Wilbur T. Blum, UFPA
Judith Waller, National Broadcasting Co.
Vanette Lawler, Music Educators National Conference

Organizational Liaison (continued)

Karl Wallace. Prof. of Speech, University of Illinois
Horace Robinson, AETA President (Dept. of Speech, University of Oregon)

19) Professional Advancement Committee

*Ed Browne, KFKU
John Winnie, State University of Iowa
Ed. Stasheff, University of Michigan
Earl Wynn, WUNC
Sidney Head, University of Miami

20) Joint NAEB-ETRC Grants-Committees

Robert Hudson, Educational Television and Radio Center
Robert F. Schenkkan, University of North Carolina
Wm. Wood, WQED (TV)
George Probst, University of Chicago
Bernard Buck, WNYC

YALE UNIVERSITY
LAW SCHOOL
NEW HAVEN, CONNECTICUT

HAROLD D. LASSWELL
PROFESSOR OF LAW

April 13, 1954

Professor Frank E. Schooley, Treasurer
National Association of Educational Broadcasters
University of Illinois
14 Gregory Hall
Urbana, Illinois

Dear Frank:

Thank you for notifying me of my appointment to the Radio Program Planning Committee. I am sorry to miss the Columbus meeting but I hope that later conferences will be feasible.

I am behind in the completion of some memoranda that I want to circulate first among members of this group.

Sincerely yours,

Harold DL

HDL/m

April 21, 1954

Mr. Harvey Unna
Chandos House
Palmer Street
London SWI, England

Dear Mr. Unna:

Most of the programs distributed by the National Association of Educational Broadcasters are those obtained on an exchange basis within the membership. As an organization, we have produced some series of broadcasts but are not so engaged at the present time. If we again get into some more elaborate productions, I shall keep your kind offer in mind.

Sincerely yours,

Frank E. Schooley
Treasurer

FES:js

HARVEY UNNA Literary and Lecture Agent
Chandos House Palmer Street London SW1 ABBEY 4826

Frank F. Schooley, Esq.,
Manager,
University of Illinois,
Urbana,
Illinois,
U. S. A.

31st March, 1954.

Dear Mr. Schooley,

I am writing to you and other members of the National Association of Educational Broadcasters to find out if I could be of service to you in supplying you with sound radio and TV material. I represent a large number of English radio and TV writers and any suggestions you might care to make could easily be followed up by me.

There is, for example, a script which comes to my mind, written by my client Laurence Kitchin on Lord Byron. This was produced by the BBC numerous times (both in the Third Programme and the Home Service) and also by the Canadian Broadcasting Corporation, who are, in fact, repeating it this August. The same author is now preparing a radio feature on Dr. Bowdler, which will be produced here in the summer.

I should be very happy to hear from you in response to this inquiry and I would, of course, be delighted to send you copies of scripts on request. When replying, perhaps you would be kind enough to give me an idea of your broadcasting terms.

Yours sincerely,

HU/NB

Licensed annually by the LCC

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

NAEB TAPE NETWORK

UNIVERSITY OF ILLINOIS
119 GREGORY HALL
URBANA, ILLINOIS

April 27, 1954

File

President, NAEB
NAEB Radio Program Planning Committee

Gentlemen:

The enclosed copies of letters between Mr. Glenn Starlin of Station KWAX, University of Oregon, and myself are, I believe, self-explanatory. Will you please send your comments to your committee chairman, Mr. Frank Schooley, Director of Broadcasting, University of Illinois.

Thank you.

Sincerely,

John Holt

John R. Holt
Network Manager

JRH:mr

April 27, 1954

Mr. D. Glenn Starlin
Director of Radio
Radio Station KWAX
University of Oregon
College of Liberal Arts
Eugene, Oregon

Dear Glenn:

Thanks for your letter of April 26 on possible Castell series for the Network. The decision as to which series should best be submitted for possible distribution on the Network is not properly mine, but belongs to the Radio Program Planning Committee, to which I shall send copies of your letter. You will hear from the Committee through its chairman, Frank Schooley, or through me.

I trust you have by now received the decision on the Spencer Snow series. The split vote was broken at Columbus, and we plan to distribute the programs this summer.

Best regards,

Sincerely,

John R. Holt
Network Manager

JRH:mr

cc: Mr. Graydon Ausmus
Radio Program Planning Committee

FOR INFORMATION OF Ausmus

UNIVERSITY OF OREGON
College of Liberal Arts
Eugene, Oregon

April 26, 1954

Mr. John Holt, Manager
NAEB Tape Network
119 Gregory Hall
University of Illinois
Urbana, Illinois

Dear John:

Sometime ago I received a note from you asking of the possibility of another Castell series. Long ago I talked with Dr. Castell about it and we have both been so busy we haven't had a chance to work out any details until this past week. I now have several suggestions to make and rather than make out a program submission form for each one, I thought I'd outline them and let you suggest which one or ones you would like to have submitted for the Program Acceptance Committee.

All of the programs suggested would be 15 minutes in length. Both Castell and I think that quarter-hour talk shows are more listenable than half-hour packages.

EVERY MAN HIS OWN MORALIST

This would be a series of talks dealing with elementary ethics. It would use the technique of outlining examples which require moral judgment and then branch out from this to consideration of ethics for the modern man. So, the programs would be basically concerned with moral judgment and principles leading in to ethical theory and philosophy. This series is already to go if you're interested. We could start recording these with about two weeks notice. We have tentatively worked out 12 programs and a 13th could be easily added. Castell is quite enthusiastic about the possibilities of this series. I think it would jell well.

FROM PURITANISM TO PRAGMATISM

This could be a 13 week series which traces basic American philosophical development through an outline of the ideas of the major colorful figures who contributed to its development; e. g., Jonathan Edwards, Tom Paine, Emerson, Santayana, Dewey, etc. . .

EDUCATION IN THE MODERN WORLD

This series would discuss the place of education in the modern world and why there is so much concern for educational processes today. This could run from 6 to 13 weeks.

Another series which we have discussed but haven't entitled is one which would deal with crises in the history of thought. Each program would present a man or a book responsible for some important turn or blowup in the history of western thought; e. g., Darwin's, Origin of Species. We also could resume either of the other two series which have been carried on the Network; i.e., "Invitation to Read" or "Window in the Ivory Tower". If these latter two were to be resumed, we would think in terms of 15 minute tapes for them also.

That's the limit of our deliberations at this writing. If you feel any of these would work in to your needs for "talks shows" for the net, let me know and I will get program submission forms drawn up and sent in right away.

Take care. Please extend my best to Harry Skornia and Frank Schooley.

Cordially,

/s/ Glenn

Glenn Starlin
Director of Radio

P. S. Not that it makes a difference but do you know anything of the fate of the "Spencer Snow Sings" ballads and folk songs show I sent in for Network Acceptance review sometime ago?

copied 4/28/54 mr

THE UNIVERSITY OF TENNESSEE
DIVISION OF UNIVERSITY EXTENSION
BOX 8450, UNIVERSITY STATION
KNOXVILLE

RADIO AND TELEVISION SERVICES
RADIO STATION WUOT

May 17, 1954

Mr. Frank Schooley
NAEB Radio Programming Committee
The University of Illinois
Urbana, Illinois:

Dear Frank:

The communiques anent program possibilities are piling up, so here are my comments on the offerings so far.

I think the James Sweet letter about the possible Library of Congress series is very interesting. I suggest we contact him further and work out some details if that is our function. I assume the Acceptance Committee will then decide if the series is worthwhile.

The Castell series was quite well received in this area, even eliciting a few comments on FM which is impressive in this sparse FM area. The three series outlined by Starlin appear to me to have distinct possibilities, inasmuch as the Ivory Tower and Initation shows were good for their type. My vote would be to close in on this to the point of offering some concrete proposal to the Acceptance people.

As for the Chilean school-boy series, I am dubious. Certainly we would have to hear some tapes and know more about the quality before we could decide. Anyway, hasn't that been fairly well taken out of the reluctant hands of this committee?

As you can see by this time, I am perhaps a little vague about the function of this committee, and espedially in regard to these letters. I hope you plan a meeting some time, so I can get a little oriented to the work of the committee. Let me hear from you sometime.

Sincerely,

Ken Wright

Kenneth D. Wright
Director of Broadcasting

TO: John Holt, NAEB Radio Network

FROM: Frank Schooley, Chr., Radio Program Planning Committee FS.

RE: Glenn Starlin proposals regarding Castell series

Bernie Buck writes: "I would suggest a series of thirteen 15-minute programs to be planned with approximately four programs for each of the sub-headings set forth in Starlin's letter.... If an expanded series of any one of these three subjects seems warranted it could be planned for the future. In other words, these thirteen programs would be an omnibus package with the MORALIST, PURITANISM and EDUCATION topics as sub-series."

Ken Wright writes: "My vote would be to close in on this (Starlin offer) to the point of offering some concrete proposal to the Acceptance people."

Schooley writes as chairman, and unless wires are received directing otherwise by his own committee members, and recommends: "That praise be to Glenn Starlin and Professor Castell, and that we have audition tapes for each of three series of programs, if Professor Castell is willing and has the time. In event of less than audition from each of three series, he submit in this order:

1. EVERY MAN HIS OWN MORALIST
2. EDUCATION IN THE MODERN WORLD
3. FROM PURITANISM TO PRAGMATISM

And, that the Radio Network Acceptance Committee consider with audition of any or all of above, resumption of

1. INVITATION TO READ
2. WINDOW IN THE IVORY TOWER

In and above all, I suggest we accept the final judgment on submission of programs for consideration of Professor Castell and Glenn Starlin. I would hope that we could work out what in effect would be a continuous "Professor Castell" series of programs, leaving some choice to Professor Castell to change series if he so elects at end of some 13-week segment. In short, I vote a loud affirmative for getting Professor Castell back on NAEB's Radio Network."

cc: Radio Program Planning Committee
Radio Network Acceptance Committee

5/27/54mr

FES

WNYC

THE CITY OF NEW YORK
MUNICIPAL BROADCASTING SYSTEM

MUNICIPAL BUILDING
NEW YORK 7, N. Y.
WHitehall 3-3600

SEYMOUR N. SIEGEL
Director
JOHN DE PROSPO
Executive Officer

WNYC-FM

May 21, 1954

Mr. Frank Schooley, Chairman
Radio Program Planning Committee
Station WILL
Urbana, Illinois

Dear Frank:

I have just received a copy of the Library of Congress proposal for a series of programs for consideration by our Committee.

WNYC had been carrying these programs for the past two or three years through the facilities of the FM Continental Network. Naturally, when Armstrong support was withdrawn the entire network fell apart. The public's response to the series was not vocal until the service was discontinued. Then the brickbats fell.

The programs musically were undeniably some of the finest of their type. I wish I could say the same about the intermission discussions which were stilted, dull and long. If the manner of presentation could have equalled the content it would have been a wonderful job. Certainly the participants were top rate.

From the standpoint of artists' reputation and prestige of the intermission guests, a series of this sort would be a definite asset to NAEB member stations. WGMS does an excellent recording job and is a pretty good outfit to do business with.

Unless I am completely mistaken, I believe Parker Wheatly will bear out these views in his comments to you. If there is any other information which I may be able to furnish, please don't hesitate to let me know.

This is the first opportunity for me to note your accession to your new post and I congratulate you most heartily.

With all best wishes,

Cordially yours,

Bernie

Bernard R. Buck
Program Director

BRB:am

FES

WNYC

WNYC-FM

THE CITY OF NEW YORK
MUNICIPAL BROADCASTING SYSTEM

MUNICIPAL BUILDING
NEW YORK 7, N. Y.
WHitehall 3-3600

SEYMOUR N. SIEGEL
Director
JOHN DE PROSPO
Executive Officer

May 21, 1954

Mr. Frank Schooley, Chairman
Radio Planning Committee
NAEB
14 Gregory Hall
Urbana, Illinois

Dear Frank:

I am sorry for the delay in submitting my comments concerning KWAX proposal. It is difficult for me to evaluate this series inasmuch as I have never heard Dr. Castell's program. Nevertheless, I know of the high record in which he is held by so many members of the NAEB. On that basis I would suggest that a series of thirteen 15-minute programs be planned with approximately four programs for each of the sub-headings set forth in Starlin's letter.

If an expanded series of any one of these three subjects seems warranted it could be planned for the future. In other words, these thirteen programs would be an omnibus package with the MORALIST, PURITANISM and EDUCATION topics as sub-series.

With all best wishes,

Cordially yours,

Bernard R. Buck
Program Director

BRB:am

FES.

June 1, 1954

Dr. John R. Kirk
University of Chicago
19 South Lasalle St.
Chicago 3, Illinois

Dear Dr. Kirk:

Thanks for your letter and your outline of the proposed series on The Search for Certainty. I think these programs should elicit considerable interest.

I am sending copies of the letter and the outline to our Program Planning Committee, and I hope to have further comment for you within a short time.

Sincerely,

John Holt
Network Manager

JH:mr

cc: Mr. F. E. Schooley

June 1, 1954

Radio Program Planning Committee
Mr. Frank E. Schooley, WILL
Mr. Bernard Buck, Radio Station WNYC
Mr. Harold Lasswell, Yale University
Mr. George Probst, University of Chicago
Mr. Parker Wheatley, Radio Station WGBH
Mr. Kenneth D. Wright, Radio Station WUOT-FM

Gentlemen:

Enclosed are copies of a letter from Dr. John R. Kirk of the University of Chicago and an outline of a series of programs which Dr. Kirk proposes to record and submit to the NAEB for possible distribution. Dr. Kirk, who says he has had a great deal of professional microphone experience, is willing to produce an audition tape.

We would appreciate receiving comment on the possible desirability, acceptability, etc., of this series at your earliest convenience.

Sincerely,

John Holt
Network Manager

JH:mr

encl.

THE UNIVERSITY OF CHICAGO

19 SOUTH LASALLE STREET

CHICAGO 3, ILLINOIS

28 May, 1954

Mr. John Holt
Network Manager
National Association of Educational Broadcasters
14 Gregory Hall
University of Illinois
Urbana, Illinois

Dr. John R. Kirk
4341 S. Oakenwald
Chicago 15, Illinois

Dear Mr. Holt:

It was a pleasure to meet you on 7 May during my brief departure from the meetings of the American Philosophical Association convening there. Since my return to Chicago I have given thought to the "Philosophy Series" which we discussed, and this letter concerns those thoughts as they have now crystallized.

Philosophy can be exceedingly dull. So can history. And the dullness is not infrequently compounded in the history of philosophy. Still, some sort of chronology lends drama or story-quality to a subject that might otherwise prove formidably abstract.

I have sought, therefore, to avoid the Scylla of abstraction and the Charybdis of historicity by choosing a theme which has been of continuing interest since the beginnings of philosophy, namely, the search for certainty. The theme has psychological undertones—and even of a Freudian tint; to these I shall give only passing allusion. In the context of philosophy, however, the theme lies in that branch with the jaw-breaking label 'epistemology' or 'theory of knowledge'. It touches on such questions as: How do we know what we know? How is knowledge possible? I plan to follow this important strand of philosophizing from Heraclitus in Ancient Greece to Carnap and Reichenbach of contemporary America, visiting, on the way, such notables as Democritus, Leucippus, Plato, Bacon, Galileo, Newton, Hume, and Kant.

I realize that we are not yet in that stage where you can render a firm commitment, but I would greatly appreciate it were you to glance at the inclosed list of proposed programs and tell me whether they look attractive enough for your purposes to warrant the time and energy that I must expend to polish them to your own very high standards.

Please convey my kindest regards to Dr. Skornia and accept my every best wish for yourself and your important work.

Your kind letter of this date just arrived, and I thank you for its contents. Is the inclosed outline of one envisaged series in sufficient detail?

6/2/54mr

Sincerely yours,
/s/ John R. Kirk
John R. Kirk

SEARCH FOR CERTAINTY

A Series of Thirteen Fifteen-Minute Programs in Pursuit of a Philosophical Theme of Current and Continued Interest

1. An Ancient Argument
Heraclitus said: "All things change." Parmenides replied: "Nothing changes." These sweeping and rather absurd statements, these two drastically different ways of looking at the world eventually bore fruit. And they initiated in the intellectual history of mankind a continuing search for certainty.

2. Appearance and Reality
In many pre-literate cultures the distinction is not made. In Greece the Eleatics (of whom Parmenides was a member) were responsible for making it.

3. Substance and Attribute
A new word, 'substance', to label the pieces of reality. Substance remains unchanged—it is the reality of which Parmenides spoke. But attributes? What shifty things! They are mere appearances! But what puzzles accrue from this analysis!

4. Early Atoms
Democritus and Leucippus and the first atomic theory.

5. The Nature of Explanation
Now, a change of emphasis—from fundamental substances to fundamental laws.

6. Knowledge and Opinion
Plato and his cave. We get knowledge from reason. From the senses only opinion. The virtues of mathematics and geometry as models for our knowledge of reality. Descartes and methodical doubt: "I think therefore I am."

7. The Brewing of Empiricism
Bacon, Galileo, and Newton

8. The Humean Predicament
The Scotsman, David Hume, and the consternation he created.

9. Roused from Dogmatic Slumber
Immanuel Kant makes a magnificent but ill-fated attempt to answer Hume.

10. Chinks in the Armor of Pure Reason
The story of non-Euclidean geometry and brief reference to Einsteinian Relativity.

11. The Bankruptcy of Pure Reason
Heisenberg and uncertainty. And Russell and Whitehead demonstrate the nature of mathematics.

12. Science Saved
The justification of induction.

13. Of Doubt and Certainty
The human brain as induction-machine. Resume and conclusion.

6/2/54mr

Frank Schooley

NAEB HEADQUARTERS
14 Gregory Hall
Urbana, Illinois

June 7, 1954

Mr. Graydon Ausmus
Radio Station WUOA
University of Alabama
University, Alabama

Dear Graydon:

Enclosed is a proposal from John Holt for an NAEB Network Committee. Such a committee, as outlined here, should make for a much smoother and effective Network operation.

I think the proposal and the notes which follow it give the picture. The proposal could easily be adapted as an announcement if it were decided to activate this committee.

We'd be grateful for your reaction.

Sincerely,

Harry J. Skornia
Executive Director

HJS:we
Enc.

cc: Executive Committee

Proposal for an
NAEB NETWORK (OPERATIONS?) COMMITTEE

Purposes of the Proposed Committee

The purposes of the proposed committee are:

To give the various committees whose functions pertain to the NAEB Network opportunity to better coordinate those functions.

To do long range Network planning, make recommendations for the advancement of Network service, give over-all direction to the Network operation, give advice and assistance to the Network Headquarters.

(In short, this committee will be a policy, coordination, and advisory group: a steering committee. It is not intended to supplant or usurp the functions of any other committee, nor does it reduce the status or role of any other committee.)

Structure of the Proposed Committee

The committee will consist of one appointed chairman plus five or six members.

The Members will be the chairmen of those committees whose work bears directly on the Network project. At present these committees are the Network Acceptance, In-School Program, Radio Program Planning, International Relations, Public Relations, and Engineering Committees.

These members are to understand that they are not appointed as "personalities"; they automatically become members of the NAEB Network (Operations?) Committee by virtue of being chairmen of the committees listed above. Should a member leave his chairmanship, his successor will automatically replace him as a member of the NAEB Network (Operations) Committee.

Should the work of other committees (eg. Grant-in-Aid, TV Program Planning, etc.) come to bear on the Network operation, their chairmen will become members of the NAEB Network (Operations?) Committee. Whether or not such a committee's work justifies itw chairman's membership in the proposed committee will be determined cooperatively by the president of the NAEB, the chairman of the NAEB Network Committee, and the NAEB Headquarters office.

The Chairman of the NAEB Network Committee will not be the chairman nor a member of any committee whose chairman is automatically a member of the proposed committee. He will be the only member of this committee who is directly appointed by the president of the NAEB, rather than assuming his position by virtue of another appointment.

June 17, 1954

Mr. Kenneth D. Wright, Director
Radio Station WUOT-FM
University of Tennessee
Knoxville, Tennessee

Dear Ken:

Thanks for the comment on Kirk's proposed series. I'm sending your letter to Frank Schooley.

Sincerely,

John Holt
Network Manager

JH:cp

cc: Frank E. Schooley

THE UNIVERSITY OF TENNESSEE
DIVISION OF UNIVERSITY EXTENSION
BOX 8450, UNIVERSITY STATION
KNOXVILLE

RADIO AND TELEVISION SERVICES
RADIO STATION WUOT

June 14, 1954

Mr. John Holt
National Association of Educational Broadcasters
14 Gregory Hall
University of Illinois
Urbana, Illinois

Dear John:

I'm afraid the task of commenting on the rather involved and erudite series outlined by Dr. Kirk is too difficult to handle without more information. For my taste, it sounds very interesting and worthwhile, but I have some reservations about putting it on the air until we know a bit more about it.

An audition tape would be helpful, I think, and an expanded outline of each program. The notes you sent are too sketchy; books could be written about each item and have been written about several of them. We would need an examination and opinion of philosophical scholars to reach a good decision; and I am not qualified in that manner.

To sum up, I think the idea has much promise, but needs to be explored much further by people who know the history of philosophical thought. I approve of the 15 minute program format, since we need more shorter programs for our schedules.

Sincerely,

Kenneth D. Wright

Kenneth D. Wright
Director of Broadcasting

N A E B TAPE NETWORK

14 Gregory Hall

Urbana, Illinois

June 17, 1954

Radio Program Planning Committee
Mr. Frank E. Schooley, WILL
Mr. Bernard Buck, WNYC, 2500 Municipal Bldg., New York 7, New York
Mr. Harold Lasswell, Law School, Yale Univ., New Haven, Connecticut
Mr. George Probst, Office of University Broadcasting, University of Chicago, Chicago, Illinois
Mr. Parker Wheatley, WGBH, Lowell Institute Cooperative, Boston
Mr. Kenneth Wright, WUOT-FM, University of Tennessee, Knoxville

Gentlemen:

Enclosed is a copy of a letter from Lee Hitsen of Station WSUI to the Network Acceptance Committee. The content of the letter actually pertains to your committee. Please send approval, disapproval, questions, comments, etc. on the program idea to Frank E. Schooley.

Sincerely,

John Holt
Network Manager

JH:mr

encl.

FOR INFORMATION OF

NAEB Tape Network
14 Gregory Hall
University of Illinois
Urbana, Illinois

ATTENTION: Network Acceptance Committee

Gentlemen:

We have in the idea stage a program which might conceivably be acceptable to the network.

Dr. Eugene Levitt, 32, Ph. D. (Columbia University), Research Assistant Professor at the SUI Child Welfare Research Station, is considering preparing a 15-minute talk series intended to correct misconceptions about psychology.

Tentative Title: "Straight Talk About Psychology"

Sample Programs: How to Recognize a Quack Psychologist
Exploding Popular Misconceptions
The Truth About Truth Serum

Dr. Levitt writes and speaks in an engaging, informal style. He declares that his conclusions will probably not be the cause of any controversy in the field, because they are generally accepted by authorities.

Would the NAEB be interested in auditioning this program? How many sample programs would you require?

Sincerely,

(Signed) Lee Eitzen

Lee Eitzen
Program Director

cc: Dr. Levitt

June 23, 1954

T. FES

Mr. Bernard Buck
Program Director
Radio Station WNYC
Municipal Building
New York 7, N. Y.

Dear Bernie:

Thanks for the comment on John Kirk's proposed philosophy series. I'm sending it on to Frank Schooley.

Hope your vacation was enjoyable. Things are going pretty well here, thanks.

Best regards,

Sincerely,

John Holt
Network Manager

JH:cp

WNYC

WNYC-FM

THE CITY OF NEW YORK
MUNICIPAL BROADCASTING SYSTEM
MUNICIPAL BUILDING
NEW YORK 7, N. Y.
WHitehall 3-3600

SEYMOUR N. SIEGEL
Director
JOHN DE PROSPO
Executive Officer

June 19, 1954

RECEIVED
NAEB HEADQUARTERS
JUN 23 1954
AM 7 8 9 10 11 12 1 2 3 4 5 6 PM

Mr. John Holt
Network Manager
N A E B
14 Gregory Hall
Urbana, Illinois

Dear John:

I have just returned from a brief vacation and find your proposal for the Radio Program Planning Committee.

It seems to me that Dr. Kirk's outline for a "Philosophy Series" would have excellent possibilities. It would depend, of course, on his manner of presentation.

Even if we do not find that the audition programs are satisfactory, it might be well to consult Richard McKean, also of the University of Chicago, who has done a series of programs of this type on network radio about fifteen years ago.

I do believe that we can determine whether a series should be produced on the basis of one sample program. Dr. Frank Baxter's appearance on television here in New York reaffirms my belief that it is possible to present an entertaining and educational program merely by having one man speak.

I hope that all goes well with you and everyone at headquarters.

With all best wishes,

Cordially yours,

Bernie

Bernard Buck
Program Director

BB/cb

WNYC

THE CITY OF NEW YORK
MUNICIPAL BROADCASTING SYSTEM
MUNICIPAL BUILDING
NEW YORK 7, N. Y.
WHitehall 3-3600

SEYMOUR N. SIEGEL
Director
JOHN DE PROSPO
Executive Officer

WNYC-FM

July 12, 1954

Mr. Frank E. Schooley
Radio Program Planning Committee
N.A.E.B.
14 Gregory Hall
Urbana, Illinois

Dear Frank:

John Holt has just written to me concerning a proposed series of programs called "Straight Talk about Psychology."

From the information given I cannot get too excited about the series because it seems like one that might more suitably be presented on a commercial station. Educational broadcasters, as far as I know, have not been interested in programs that primarily correct misconceptions. Rather, they present informational programs in a straightforward manner with a more positive approach.

In addition, a program such as this does not seem to cover an area in which we have been inactive. My recommendation, therefore, is that we do not consider this proposal at this time.

With all best wishes, I am

Cordially yours,

Bernie

Bernard R. Buck
Program Director

BRB:jb

NAEB HEADQUARTERS
14 Gregory Hall
Urbana, Illinois

TO: Chairmen, NAEB Committees

FROM: Harry J. Skornia

DATE: September 24, 1954

The Preliminary Convention Program, as arranged by Convention Chairman Seymour Siegel, provides for committee meetings on Tuesday afternoon, October 26, 2:00 - 5:00 p.m.

In addition, no convention events have been scheduled for the evenings of Tuesday, October 26 or Wednesday, October 27, so it is presumed that those evenings would be available for committee meetings if needed. Reports should be ready for 9:00 a.m. Business Session Thursday morning.

HEH:wo
cc: Board of Directors

NAEB Headquarters
14 Gregory Hall
Urbana, Illinois

TO: Program Planning Committee
Network Acceptance Committee
Grant-in-Aid Committee
John Holt

INFORMATION COPIES: Full Board

FROM: Harry J. Skornia

DATE: September 8th, 1954

The Center has asked us if we would be willing to recommend to them areas in which programs are needed. This refers particularly to radio, although I am sure recommendations will be gladly received also for television. Would you therefore please send us, as soon as possible, a statement of the types of programs, or the areas, in which the Center might be of help either in special grants or other types of financial and moral support.

This material is urgently needed. Please let us hear from you.

HJS:ep

227 Gregory Hall
Urbana, Illinois
September 26, 1954

Radio Program Planning Committee
Mr. Bernard Buck, WNYC
Professor Harold Lasswell, Yale
Mr. George Probst, WGEM-TV
Mr. Parker Wheatley, WGBH-FM-TV
Mr. Kenneth Wright, WUOT-FM
Mr. Frank E. Schooley, WILL

Gentlemen:

Will you be attending New York Convention?

If so, can you attend meeting of our committee, 2 to 5 p. m., Tuesday, October 26?

Meanwhile, do you have any suggestions for the chairman?

Please pardon the ditto -- and Sunday work with no secretary.

Sincerely,

Frank E. Schooley
Chairman, Our Committee

fes/fes
9-26-54

operated with the advice and cooperation of the

Lowell Institute Cooperative Broadcasting Council

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NEW ENGLAND CONSERVATORY OF MUSIC • NORTHEASTERN UNIVERSITY • TUFTS COLLEGE

September 30, 1954

Mr. Frank E. Schooley, Chairman
Radio Program Planning Committee
National Association of Educational Broadcasters
227 Gregory Hall
University of Illinois
Urbana, Illinois

Dear Frank:

Parker and I will both be at the committee meeting 2 to 5 p.m. Tuesday, October 26.

I look forward to seeing you then.

Best regards.

Sincerely yours,

George

George E. Probst
Director of Programs

gep:eth

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SEYMOUR N. SIEGEL
Director
JOHN DE PROSPO
Executive Officer

RADIO STATION
OCT 4 6 32 AM 1954

October 1, 1954

Mr. Frank E. Schooley, Chairman
227 Gregory Hall
University of Illinois
Urbana, Illinois

Dear Frank:

In reply to your note of September 26th. I am circling the date and time for the Committee meeting and look forward with great pleasure to seeing you then.

With all best wishes, I am,

Cordially yours,

Bernard R Buck

Bernard R. Buck
Program Director

BRB:am

FES

Urbana, Illinois
October 8, 1954

Mr. Kenneth D. Wright
Director of Broadcasting
The University of Tennessee
Box 8450, University Station
Knoxville, Tennessee

Dear Ken:

Sorry you can't make committee meeting. Think these items need consideration, and if you have any ideas about 'em you might fire away ahead of meeting time:

1. How can we operate effectively (working at same time network acceptance committee works), i.e., how can we be sure a good series developed at our suggestion will get used, if network acceptance committee can always stop? This isn't new question, and for any good ideas we might have, I'm not afraid of getting them used, but it is an awkward position for us.

2. What program areas, if any, does network really need? Do we have series suggestions that can be made to extend to proposal for subject matter, type, lengths, and approximate cost. Here, have in mind one or two series that we might need, and for which Center might be willing to commission production. I have in mind the idea that we should do this, not idea on series. Do you?

3. How about working out program series idea with Adult Education Association, say in field of gerontology. My idea, which I've discussed informally with AEA rep, is that we'll plan series from beginning, for radio, and for study use of AEA groups. In preparation and production, AEA angles for study groups will be planned and worked into the series as we go, not after as was done in cases of Mankind and Jeffersonian. I think that has good possibilities myself.

There may be other things, but you might wish to comment on above, or take off from here.

Will see you in New York.

With kind regards,

Sincerely,

FES/blc

Frank E. Schooley

THE UNIVERSITY OF TENNESSEE
DIVISION OF UNIVERSITY EXTENSION
BOX 8450, UNIVERSITY STATION
KNOXVILLE

RADIO AND TELEVISION SERVICES
RADIO STATION WUOT

October 6, 1954

Mr. Frank Schooley
Station WILL
The University of Illinois
Urbana, Illinois

Dear Frank:

I am afraid that I will not be able to be in New York on Tuesday due to a heavy teaching load on Monday and Tuesday. I will be at the convention, however, arriving Wednesday morning. I will look you up to see if I can contribute anything and to find out what has gone on. I'm very sorry I can't make the committee meeting, but four days away at this time of the year is all I can manage.

I'll see you in New York on the 27th.

Regards,

Ken Wright

Kenneth D. Wright
Director of Broadcasting

FES

COPY

COPY

THE LIBRARY OF CONGRESS

Washington 25, D. C.

October 8, 1954

Dear Mr. Skornia:

In answer to your letter of September 13, relative to the possibility of preparing a series of radio programs in the folklore field for the NAEB Radio network, the project would of course in principle be most interesting and one which I should like to consider. However, the present limitations of our staff and the heavy pressure which we are under to complete certain projects for the United States Information Agency for overseas distribution makes it most difficult at this time to undertake any work towards such a project. Additionally, there is a possibility that we may in the very near future have to begin work on additional records for issuance by the Library which would absorb our full time. Since the folklore program, as conceived by you, is not one which is essentially a timely matter, it would I think be most interesting to consider it again at some date in the future, possibly in the late summer of next year.

Any raw stuff we could now re-adapt?

In our consideration of the project, it will be necessary for us to have more detailed information from you about the number of programs, their length and the type of material you wish included. Since the work would be in addition to our normal workload, it would be necessary for us to prepare a budget in terms of the engineers' time, as well as cost of materials and preparation of the programs. (The Recording Laboratory operates on a revolving fund and is not supported by government appropriated funds). We would be pleased to prepare a cost budget for you in those terms, knowing from you first the number of programs and other information.

Sincerely yours,

/s/ Duncan Emrich

Duncan Emrich
Chief, Folklore Section

Mr. Harry J. Skornia
14 Gregory Hall
Urbana, Illinois

Copied at NAEB Hqs. on October 13, 1954-cp

NAEB Headquarters
14 Gregory Hall
Urbana, Illinois

September 13, 1954

Dr. Duncan B. M. Emrich
Chief, Folklore Section
Music Division
Library of Congress
Washington, D. C.

Dear Dr. Emrich:

The members of the NAEB Radio Network are interested in possible series of radio programs in the folklore area. It was suggested that I might contact you to begin to investigate possibilities for the development of such series with you for use over our 83 member stations.

Under separate cover, we are sending you various descriptive materials so that you may understand the sort of organization we are. I shall hope to hear from you in the near future if there is a possibility of our working out some sort of cooperative project.

Sincerely,

Harry J. Skornia
Executive Director

HJS:cp

Copied at NAEB Hqs. on October 13, 1954-cp

FES

THE UNIVERSITY OF TENNESSEE
DIVISION OF UNIVERSITY EXTENSION
BOX 8450, UNIVERSITY STATION
KNOXVILLE

RADIO AND TELEVISION SERVICES
RADIO STATION WUOT

October 11, 1954

Mr. Frank Schooley
Station WILL
The University of Illinois
Urbana, Illinois

Dear Frank:

Thanks for your prompt and informative letter, and I'll reply in kind. Perhaps these things will be discussed after I arrive in New York, but in any case:

1. I see no real problem in cooperating with the Acceptance people, or am I being naive? Surely if they turn down a program that we suggest, plan, and have produced, they must explain in detail the reasons. Then I should imagine the thing could be polished up or argued out to a successful decision. I realize this matter has a history of which I am only slightly aware, but I feel it could be worked out.

2. I think you're completely right here--that new program ideas are badly needed. Are we really contributing anything to American radio that is any different, or are we simply providing finer content in the same old wrappings? This has worried me for seven years since I came into the non-commercial field. Some programs have been different in form and production as well as in content, but most have been conventional. I'm afraid this shortcoming, if it is such, will require good brains applied over a long period--perhaps we can supply such thinking in a separate meeting? At any rate, I think the following ideas might be worth considering:

U of Mich. folklore.

✓ Balladry in America -- series of genuine folksongs, perhaps with two or three programs produced by member stations in unique areas, but preferably with a production team to give unity to the entire series. Not regional pseudo-balladry, but the real article over a national area.

Purdue also

✓ Atomic Energy -- man and his search for a way of bettering his lot, finally his discovery of the secret of atomic energy. What this discovery means in terms of destruction, medicine, agriculture, science, business, and in terms of man's future civilization. I realize this subject matter has been given a good working over, but I haven't heard a really good series yet.

Personal adjustment series -- I believe that what I'm thinking about here is to reveal in some way the sense of security and hope that a person gets from the realization that other people have frustrations, angers, sorrows, etc. just as the individual does. We're not different when we're neurotic and melancholy, but are joined by most other people at some time or other. The aim of the series would be to illustrate adjustment, somewhat like the Station 60 show did, and in the illustration, to show man that he isn't alone in his troubles, and that adjustments can be made. Subjects such as unhappiness with wife or husband, mistreatment or imagined mistreatment by children, lack of success in job, lack of security, lack of feeling of belonging to society, feelings of getting no where, yearnings for vague things that are unattainable, etc.

Musical programs -- this area has problems of reproduction, I know, but most of the member stations could use more good music, not only from the usual mediocre college orchestras and ensembles, but from genuine professional orchestras, if such things could be arranged. We and most others build such shows from recordings quite satisfactorily, but it would be helpful to have musical shows in a package to eliminate local planning, writing, announcing, etc. to some extent.

3. The idea of cooperation with the AEA is fine and there must be many fields in which such mutual effort will give good results. This matter will call for around-the-table conference by the committee, I imagine, so we can find out more about the plan and what it might entail. It sounds good to me.

I hope this lengthy essay won't discourage you too much, but I thought I ought to express myself a bit before the meeting. The program ideas are very sketchy here, of course, and would require our collective judgements and experience to work out into anything worth while. I'm thinking here of big production with experts in the fields, and professional production people, not of some small school like mine undertaking the job. I think NAEB should be big-time and big-time production is a first essential. Well, I'll see you in New York, Frank, and thanks for writing.

Sincerely,

Kenneth D. Wright
Director of Broadcasting

October 14, 1954

Professor Harold D. Lasswell
Center for Advanced Study in the
Behavioral Sciences
202 Junipero Serra Boulevard
Stanford, California

Dear Harold:

I am indeed sorry that you are so far away that you will not be in New York for the NAEB convention.

Secondly, I am sorry I did not know you were at Stanford or I would have paid my respects when on the campus for the Illinois-Stanford football game a couple of weeks ago.

I am sending Raymond Wittcoff two marked copies of the speech you gave at the Lincoln Lodge Seminar a couple of years ago.

With kind personal regards.

Sincerely,

Frank E. Schooley
Treasurer

FES:js

Harold D. Lasswell
CENTER FOR ADVANCED STUDY IN THE BEHAVIORAL SCIENCES
202 Junipero Serra Boulevard • Stanford, California DAvenport 5-0026

10 Oct 54

Dear Frank,

(1) The chances are slight that I can be in NY on the 26 Th. I'm on sabbatical; will be here this year. Back East occasionally.

(2) Would you do me a favor? I'd like Raymond H. Wittcoff, St. Louis Educational Television Commission, to have a marked copy of the speech I gave at the Madison meeting two years ago. Could you have this done? I'm not sure who is the proper person to address in this connection.

Best regards: and thanks:

Harold

Frank E. Schooley
WILL

DEPARTMENT OF
HEALTH, EDUCATION, AND WELFARE
OFFICE OF EDUCATION
WASHINGTON 25, D. C.

October 21, 1954

Mr. Graydon Ausmus
University of Alabama
University, Alabama

Dear Graydon:

The Program Planning Committee of the NAEB, the JCET, and ourselves are all interested in having a meeting during the Convention in New York not only on program policies but also on other top-flight management problems.

I wonder if you can set aside 10:00 p.m. on Thursday night the 28th for such a meeting? We would get together in Room 101-3 which is JCET headquarters at the Biltmore in order to exchange views.

Bob Shenkkan, Ralph Steetle and I are meeting up here in Washington to work out an informal agenda before we go up to New York.

Let me know whether you can come late Thursday night and if you can't, tell me what other time might be convenient. We will shift it if there are enough fellows who can't come at that hour.

See you in New York!

Faithfully,

Franklin Dunham
Chief of Radio-Television

NAEB Headquarters
14 Gregory Hall
Urbana, Illinois

November 2, 1954

Dear Network Member:

Could all of you give us your ideas, please? As far as availabilities reach, we'd like to provide what you need and want; Vogl's suggestions (thanks Dick!) may serve as a thought-starter. Please address replies to John Holt. Let's hear from you.

H. J. Skornia

HJS:cp

COPY COPY

IOWA STATE COLLEGE OF AGRICULTURE AND MECHANIC ARTS

October 22, 1954

Dear Harry:

My sincere regrets for the delay in answering your memo of September 24, regarding recommendations for future NAEB radio programs. I thought perhaps we could devote a portion of our Region IV meeting to a discussion of this two weeks ago. Failing in that, however, I do have a number of recommendations projected from our experience here at WOI.

To tackle the most difficult area first, I would like to see more quality drama offered to the network. Specifically, I have in mind something of the quality and stature of the BBC World Theater, but of 30 minute duration. These could be complete unrelated plays, such as dramatization of short stories, or serialized productions of longer works. What they must definitely not be, however, is "amateur radio drama."

In the area of history on the adult level, I think of several approaches. I would welcome series in both American and European history and I think particularly appropriate at this time, the history of Russia. On a more specialized level, the history of American industry and the history of labor in America would also be desirable and acceptable.

I think that a thorough study of America's ethnic groups; a sectional survey of our country, showing the differences in life in New England, the South,

the Southwest, the Midwest etc., and a study of the "American" language would also offer interesting program material.

I do hope these suggestions are not too late to receive consideration and I appreciate the opportunity to make my wishes known in the matter.

Best regards,

/s/ Dick

Richard F. Vogl
Program Director

RFV/ris

j.g.k

Copied at NAEB Hqs. on Nov. 2, 1954-cp

Schooley

November 17, 1954

Mr. Robert Hudson, Educational
Television and Radio Center
1610 Washtenaw Street
Ann Arbor, Michigan

Dear Bob:

I've been waiting for responses to come in, but think there's no need to wait longer. Herewith are copies of the replies received to my effort to get Directors and others to specify areas in which programs were needed.

I wish the replies were more adequate, and shall keep at it. Meanwhile, I thought I should send on what I have, without further delay.

Sincerely,

Harry J. Skornia
Executive Director

HJS:cp

Enc. Replies and suggestions.

Some suggested Radio-Programming Areas

I. As collected at HQ by John Holt.

1) Agriculture -- economics, technology

food supply vs. population

2) Biology -- esp. mammalian, human

(might better be done on TV)

3) Comparative Cultural Anthropology and Sociology

We've had this, of course, with emphasis on principles, but how about programs on today's American, Frenchman, Russian, Chinese, etc.

4) Drama

Classic drama (perhaps in radio translation & adaptation by professional poets -- for either radio or TV) "Classical" American drama -- pre World War I
English Drama of the 18th and 19th Centuries
French & German drama in translation?
Drama in poetry by leading poets -- original material
(We would be virtually the only market here -- and no matter how low the script price it would be high for poetry.)

5) Economics, International -- emphasis on the "system"

6) Education

The concept -- what is an education?-- theory and practice from Plato to present. What is a good School? (Schramm)

Problems -- American & International

7) The Financial System -- What are the parts and how does it run?

8) Geography, History, Economics, Culture

What is a capitalistic democracy? (Export)

Russia, China, U. S., "hot-spots"

Latin American material is, I think, especially lacking today

9) Military & Naval Global Strategy (perhaps better on TV)

10) Philosophy

Prime thinkers and the relevance of their ideas to today's problems
the leading philosophical schools of today
the great ethical systems
logic & scientific method
esp. the nature of evidence

11) The World of the Physicist (perhaps better on TV)

12) Political Science

Comparative systems

Evolution of Democracy -- the American Ideology
(a more dramatic version of the "American Ideals" series from WUOT, perhaps)

Civics -- the American Federal Government, how it works of Burch

13) Psychological Insights
from Plato through Pascal to Freud, Jung, & Adler

Submitted at a later date by John Holt

Here's a program idea --

Long ago KPFA submitted a rather badly-done recording of a portion of Plato's Republic.

This is still good material, but -- What about the table-talk of all the world's great conversationalists?

Augustine, Voltaire, Goethe, Johnson, Chesterton, Shaw -- they are all on record. There is, I believe, a book collection called The World's Greatest Conversations, or something like that, which could serve as a good basic reference for anyone who would script the job.

Could either be produced by a single station or dialogues could be farmed out and assembled in series here. Perhaps this should be added to the list which the ETRC requested that we assemble.

II. From Dick Vogl (WOI)

" My sincere regrets for the delay in answering your memo of September 24, regarding recommendations for future NAEB radio programs. I thought perhaps we could devote a portion of our Region IV meeting to a discussion of this two weeks ago. Failing in that, however, I do have a number of recommendations projected from our experience here at WOI.

"To tackle the most difficult area first, I would like to see more quality drama offered to the network. Specifically, I have in mind something of the quality and stature of the BBC World Theater, but of 30 minute duration. These could be complete unrelated plays, such as dramatization of short stories, or serialized productions of longer works. What they must definitely not be, however, is "amateur radio drama."

"In the area of history on the adult level, I think of several approaches. I would welcome series in both American and European history and I think particularly appropriate at this time, the history of Russia. On a more specialized level, the history of American industry and the history of labor in America would also be desirable and acceptable.

"I think that a thorough study of America's ethnic groups; a sectional survey of our country, showing the differences in life in New England, the South, the Southwest, the Midwest etc., and a study of the "American" language would also offer interesting program material.

"I do hope these suggestions are not too late to receive consideration and I appreciate the opportunity to make my wishes known in the matter."

III. From Northrup Dawson, KUOM

"A quick note to say I'm very much in favor of all of Dick Vogl's suggestions for future network offerings.

"I concur that we need some really good drama of shorter lengths.

"The first problem, of course, is to find some top-calibre scripts, either originals or non-copywright adaptations. We at KUOM aren't currently geared to provide the above, but if some enterprising outfit can make a project of turning out the scripts, I think we at KUOM can offer some reasonably high-level production and performance. If you can prevail on some member-unit to get going on a script project, we'll volunteer to produce 'em.

"Burton, incidentally, points out that in England, the BBC offers a good many long, light plays plus a good many half-hour dramas and serializations of standard fictional dramatized work. He wonders whether these might not be available to the network.

"By all means let's have some European history, and some treatment of Russian history in particular would be of real value in helping to understand what makes them tick.

III. (continued)

"In re the "American Language" series, we have a specialist on that here at Minnesota -- Harold Allen. He did a nice series for us last Spring on "The Language of the Upper Midwest," but his knowledge extends to all areas of the United States. His radio presentation is straightforward -- not sensational, but good."

IV. From Harry Lamb, WDTS

"At Harry Skornia's suggestion of November 2 that we write to you about what we need and want, please refer to the recommendations of the In-School Committee of the Third Allerton Seminar wherein I report my committee's recommendations for a series of programs. The second program, Our Common Heritage, anticipates Vogl's recommendation for a "sectional survey of our country," and the program American Neighbors anticipates his recommendation for a series on both American and European history.

"Vogl probably hasn't read the Second Allerton Seminar, so his voice coming out of Iowa reinforces what my committee thought were pretty good ideas two years ago, and independently."

V. From Marguerite Fleming, KSLH

"I think the attached list of recommendations still holds.

"I am also including requests, reactions and inquiries concerning language series for elementary grades."

(Bob: I am attaching original of these materials, making no copy. They include "Recommendations of the Third Allerton Seminar," materials on "Visitons Mimi" and other materials on languages by radio.) H.J.S.

cp

April 21, 1955

Lt. Richard L. Spears
Office Information Services
Air Weather Service
Military Air Transport Service
United States Air Force
Washington 25, D.C.

Dear Lt. Spears:

In a preliminary way, I would indicate a special interest in the proposed series on meteorology and climatology. However, we have both program planning and acceptance committees for our NAEB radio network on whose recommendations we operate. Therefore, I am making a fast survey of committee members before giving you a formal reaction to your letter of April 14. You will hear from me shortly.

Sincerely yours,

Frank E. Schooley
President

FES:js

HEADQUARTERS
AIR WEATHER SERVICE
MILITARY AIR TRANSPORT SERVICE
UNITED STATES AIR FORCE
WASHINGTON 25, D. C.

APR 18

IN REPLY REFER TO:

14 April 1955

WILL & WIUC
UNIVERSITY OF ILLINOIS

Dr. Frank Schooley, Director
NAEB Tape Network
NAEB Headquarters
University of Illinois
Urbana, Illinois

Dear Dr. Schooley

We in Air Weather Service, at the present time, find ourselves in a rather peculiar position. Air Weather Service, which is a highly technical division of the Air Force, is faced with the fact that while our colleges are producing graduates with credits in physics and mathematics, the graduates, at the present time, show little interest in a technical career with Air Weather Service.

We feel that this situation can be somewhat remedied through proper education, indoctrination, and familiarization with our mission. We believe that NAEB can be of great assistance in the accomplishment of this mission.

Specifically, we are interested in knowing if NAEB would be interested in carrying a 13-week series of educational programs with reference to meteorology and climatology. These would be produced in Washington, D. C., and broadcast during the months of March, April, and May, 1956.

If you are interested and able to assist us, will you please communicate with me as soon as possible and I will send you more detailed information.

Thank you for your cooperation.

Sincerely,

Richard L. Spears

RICHARD L. SPEARS
2nd Lt., USAF
Office Information Services

April 25, 1955

Mr. Kenneth D. Wright
Director of Broadcasting
University of Tennessee
Knoxville, Tennessee

Dear Ken:

Will the Program Planning Committee accept the responsibility for providing headquarters with a Radio Program Idea each month for inclusion with the mailing of the Newsletter. This is in line with our discussion at Atlanta. It is my idea that your committee would provide one idea for a program or program series each month on two pages or less (one sheet) so that this can be passed along to the program directors of our member stations.

Sincerely,

Frank E. Schooley
President

FES:js
cc: Dr. H. J. Skornia

P.S. Could we have the first one by May 20?

April 25, 1955

Mr. Kenneth D. Wright
Director of Broadcasting
University of Tennessee
Knoxville, Tennessee

Dear Ken:

Can you have the Program Planning Committee survey thoroughly the area or areas in which good programs are needed and which probably are not now available or will not be forthcoming from the 1956 grants-in-aid? I would like a recommendation of three such series of programs with order preference indicated and also preliminary budgetary costs along with possible source or sources and possible production center or centers. Could I have this within the next sixty days?

To guide you, I have in mind requesting the Center to contract for one or more series. Available in the Center budget for this purpose is the sum of approximately $18,000 for each of two years. I have asked President Newburn to have this year's sum reappropriated so that we might have as much as $36,000 to spend.

One series I wish your committee would give special consideration to is the DeTocqueville Scripts. There are seven such scripts written by Lester Sinclair of Canada. Copies are available, but presently not at headquarters since we have loaned them to FAE. I will try to get ahold of them within the next month and send them to you.

Missed you in Columbus. Best regards.

Sincerely,

Frank E. Schooley
President

FES:js
cc: Dr. H. J. Skornia

COPY COPY

HEADQUARTERS
AIR WEATHER SERVICE
MILITARY AIR TRANSPORT SERVICE
UNITED STATES AIR FORCE
WASHINGTON 25, D. C.

8 June 1955

Dr. Frank Schooley, President
National Association of Educational Broadcasters
14 Gregory Hall
Urbana, Illinois

Dear Dr. Schooley:

Thank you so much for your letter of June 1 in which you express NAEB's interest in our proposed series of programs on meteorology and climatology.

As you know, we have witnessed a tremendous upsurge of interest in the weather in recent years. We of the Air Weather Service feel that we can foster greater understanding and knowledge about the weather through association with the National Association of Educational Broadcasters.

We plan to use a series of discussions with reference to the weather and a few on-the-spot recordings in this proposed series. Included would be such personalities as Dr. Robert Fletcher, Director of Scientific Services for Air Weather Service; Dr. Woodrow C. Jacobs, Director of Climatology; and others who are considered to be experts in this field.

Let me again express my thanks for your interest and I shall keep you posted as we progress.

Sincerely,

/s/ Richard L. Spears
Richard L. Spears
2nd Lt., USAF
Office Information Services

Copied at NAEB Hqs. on June 24, 1955-cr

June 23, 1955

Dr. H. K. Newburn, President
Educational Television and Radio Center
1610 Washtenaw Avenue
Ann Arbor, Michigan

Dear Harry:

I am delighted to know that your Board approved of carrying over funds for possible use in radio programming during the coming year. The NAEB Program Planning Subcommittee chaired by Kenneth Wright is working on recommendations at the present time.

Sincerely yours,

Frank E. Schooley
President

FES:

EDUCATIONAL TELEVISION AND RADIO CENTER
1610 WASHTENAW AVENUE
ANN ARBOR, MICHIGAN

RECEIVED
RADIO STATION
JUN 18 10 05 AM 1955
WILL & WIUC
UNIVERSITY OF ILLINOIS

June 15, 1955

TELEPHONE NORMANDY 3-4109

Mr. Frank E. Schooley, President
National Association of Educational
Broadcasters
14 Gregory Hall
University of Illinois
Urbana, Illinois

Dear Schooley:

You will recall in connection with the meeting of the Advisory Committee of the NAEB to the President of the Center, it was suggested that we attempt to carry over such unexpended funds as were available for radio programming in our budget this present year to the next fiscal year with the hope that we might utilize these funds along with some made available in next year's budget for the production of one or more rather comprehensive and important radio program series. The Board took action at its last meeting upon my recommendation to carry over these funds and, consequently, we will have available a sum of money for the purpose indicated above.

I presume you will want to refer this matter to your Radio Network Committee, the Program Planning Subcommittee chaired by Kenneth Wright at WUOT, for consideration. Whether you propose to follow this procedure or not, I am writing to suggest that we are ready to discuss with you or such persons as you designate the possibility of doing something in the way of a more comprehensive program series or two depending upon the cost during this next fiscal year. I should be glad to have your suggestion as to the method we should follow in proceeding with this matter at your convenience.

Sincerely yours,

H. K. Newburn
President

HKN:smp

July 11, 1955

Mr. Kenneth Wright
Director of Broadcasting
Box 8450
The University of Tennessee
Knoxville, Tennessee

Dear Ken:

As you know, we had one paragraph left over from your Radio Report which we mailed out with the July Newsletter. I just want to remind you that the deadline for the August issue is July 20.

I am reminding you now because I am leaving tomorrow for three weeks. We can use the one paragraph left over and another paragraph idea to make up the August report. Incidentally, I am anxious we keep these reports to one page, although we are willing to run on the second page if and when we have to. Actually, one good idea a month will make the reports worthwhile.

Kind personal regards.

Sincerely,

Frank E. Schooley
President

FES:cu

June 24, 1955

Mr. Kenneth Wright
Director of Broadcasting
Box 8450
The University of Tennessee
Knoxville, Tennessee

Dear Ken:

In order to have something to go with the July Newsletter, can't you bang out some ideas on a program or program series that you use at WUOT and return it to Headquarters by return mail? We have one for the TV program and I would like to get the radio ideas started too.

I'll let you know later about the DeTocqueville scripts. Frankly, I think they should be considered but the scripts are on the West Coast yet.

Sincerely yours,

Frank E. Schooley
President

FES:cu

DATE: June 16, 1955

TO: Bernard Buck) members of Program Planning Subcommittee
Lee Eitzen)

RECEIVED
RADIO STATION
JUN 18 10 AM 1955
WILL & WOC
UNIVERSITY OF ILLINOIS

REFERENCE COPIES TO: Frank Schooley
Harry Skornia
Waldo Abbot, Radio Network Committee Chairman

FROM: Ken Wright, Subcommittee Chairman

Sorry that TV, vacation, and increasing power of WUOT with new construction has delayed me so long on the following. Perhaps we can still salvage something.

Two letters from Frank S. for us to consider:

"Will the Program Planning Committee accept the responsibility for providing headquarters with a Radio Program Idea each month for inclusion in the Newsletter? Submit one idea each month on one page, two sheets or less, so this can be passed along to program directors."

Buck and Eitzen, will you help me provide such ideas? How about sending me at address below, fairly complete exposition of any ideas you think member stations can use? I will submit them once a month to headquarters for inclusion with the Newsletter. These are needed at once, of course. Please try to think of three or four each and I will do the same, and we'll start this project rolling.

Second letter:

"Can you have the Committee survey thoroughly the area or areas in which good programs are needed and which probably are not now available or will not be forthcoming from the 1956 grants-in-aid? I would like a recommendation of three such series with order preference indicated and also preliminary budgetary costs along with possible sources of material and possible production center or centers." I'm sure Frank realizes how tough it will be to conduct such a business by mail, but we can try. Could each of you, Buck and Eitzen, and any others who have ideas, make some suggestions to me along the lines Schooley mentions above? (Frank, let us know more about the DeTocqueville Scripts if you want them considered.) Our own analysis of needs will be a subjective one; perhaps the research committee, Frank, has or will gather some information from members about their individual needs so we can get a more complete sampling of needs. We surely need to fill in gaps in programming and perhaps our efforts here will be worth while. Please let me hear from you as soon as you can.

Kenneth Wright
Director of Broadcasting
Box 8450
The University of Tennessee
Knoxville, Tennessee

July 11, 1955

Mr. Robert B. Hudson
Program Co-ordinator
Educational Television and Radio Center
1610 Washtenaw Avenue
Ann Arbor, Michigan

Dear Bob:

Do you or anyone at the Center have any estimate on the quality of the DeTocqueville scripts? I don't want this to be a formal evaluation but rather an indication of whether our planning committee should consider seriously the production problems of this series. The Center was good enough to give us copies of the script and then we loaned them on an urgent call of FAE, so I never have actually had a chance to see them.

Sincerely,

Frank E. Schooley
President

FES:cu

August 1, 1955

Director Kenneth D. Wright
Radio Station WUOT
Box 8450, University Station
Knoxville, Tennessee

Dear Ken:

Thanks for getting the radio program report in for the August Newsletter. We have made both radio and TV on both issues and I hope we'll continue in the future.

Sincerely,

Frank E. Schooley
President

FES:cu

THE UNIVERSITY OF TENNESSEE
DIVISION OF UNIVERSITY EXTENSION
BOX 8450, UNIVERSITY STATION
KNOXVILLE

RADIO AND TELEVISION SERVICES
RADIO STATION WUOT

RECEIVED
NAEB HEADQUARTERS
JUL 20 1955
AM 7 8 9 10 11 12 1 2 3 4 5 6 PM

Used Aug.

NOTES FOR RADIO PROGRAM REPORT

NAEB NEWSLETTER, AUGUST, 1955

VARIATIONS. WOI sends blurb on a new show, patterned for summer, called Variations, which sounds like an idea we can use in various adaptations. The program will be variations in music, drama, books, features and news -- perhaps a la Monitor on NBC. WOI is using the idea of a general moderator, but with different people to handle different features, such as women's angle, news, book reviews, literature, ballads, etc. Also they're getting some feature material from the BBC such as drama, light musicals, discussions. From the back of the WOI Program Schedule, this quote about the show:

"VARIATIONS in music, drama, books, features and news, designed for a pleasant summer afternoon...no one watches the clock since each segment runs until it's finished. No one works hard . . . everybody relaxes. . . and we hope you will too!"

This idea is part of a plan, I think, to throw off some of the restrictions of time and scheduling; to make radio a service for a variety of things. The aforesaid Monitor is doing this on NBC; perhaps with only fair success so far, but it seems a step in the right direction. On this kind of show, be it afternoon or evening, you can put a lot of short features on that you might not have found a place for in the usual tight schedule — three minute book reviews, five minute interviews with faculty engaged in research, a few minutes from a psychology lab for an animal experiment, a three minute list of good books by the librarian, etc.

Anyway, the idea seems worth repeating to you. Let us have your thoughts on shows so this page can contain some hot items. Surely there must be a wealth of ideas in the NAEB member stations and we'd like to share them with the membership.

Jan Yes - use both

(HARRY: You might use the idea that was left over from the July issue; or just use this one for August by itself.)

Ken Wright

NAEB RADIO PROGRAM PLANNING
IDEA CLINIC

1. CRITIC'S CHOICE. This show is run successfully by WNYC; musical in nature but with a good gimmick. The idea is to run new LP's in a program, with introductions taken from the critical comments in the press, Saturday Review, Harper's, various musical journals, and other sources. Guest critics are used at WNYC from time to time; most towns would have a few such critics, at least. It is probable that your listeners will know one or two critics fairly well, but with a gleaning from numerous sources, you'll generally be giving them a lot of releases that will be new to them. Adaptation of the idea might be to use non-working, but qualified critics such as local symphony conductor, teachers of music, etc.

2. FACULTY PLATFORM. Nothing new about this idea, of course, but the title is free to anyone who wants to use it. WUOT, Knoxville, uses this nightly and also tapes a special once a week version of a contemporary subject for some 15 Tennessee commercial stations to carry on gratis time. The idea is to provide a platform from which faculty members can project their ideas and facts outside the classroom. This is opinion but backed by training and research; in other words, ~~kx~~ faculty standing which carries a connotation of qualified people, we hope. Format is an interrogation of the faculty member by two questioners—one a journalism professor, the other a radio newsman. They delve into background, of course; only a quick mentioning of the surface facts in order to set the picture up, then into the deeper meanings. Subjects have included: all current problems, "Nuclear Weapons as a Goad to Peaceful Solution of Problems," "What Does Education for Group Living Really Mean to Your Children?," "Democracy as an Ideal in History," and special subjects from scientists, language people, ~~Educationists~~, Educationists, etc.

3. WINTERTIME SUNDAY. WUOT uses this for student training; it would be a better show for the audience if it were done by professional staff, of course. Format is a visit to someone's house, that of the moderator, at which time some four or five intelligent, mature people read poems, essays, short stories, articles, critical materials, and similar belle lettres to each other and thence to the audience at home. Idea behind the show is to attempt to revive to some extent the old-fashioned (?) idea of reading aloud for diversion. Naturally some discussion of the material often comes in; sometimes this takes most of the program and only one or two items are read. Program is carefully rehearsed for interpretation, timing, style, etc.

4. SAFETY BEGINS BEFORE BREAKRAST. This program won the Sloan Highway Safety Award for WUOT this year. Format is a breakfast table conversation between Mr. and Mrs. John Q. Safety. No realism, of course; we know nobody would discuss safety before ~~xxxxx~~ breakfast, and nobody would be named J. Q. Safety, either. The dialogue is heavily spiced with humor of a fairly sophisticated kind, but the actual safety ideas are sound and serious, coming from the National Council and state council. Success depends upon smart writing and professional acting of well-paced, light comedy; but always remembering that the real purpose is to communicate ideas for highway safety.

NOTE: FRANK, would you please indicate in the NEWSLETTER that I would welcome ideas for publication in later issues; ideas that give complete details. Tell 'em to send them to me at WUOT, The University of Tennessee, Knoxville, and I will pass them along to you.

NOTE: Ken Wright's Committee will welcome program ideas from NAEB members for inclusion in this monthly sheet.

THE UNIVERSITY OF TENNESSEE
DIVISION OF UNIVERSITY EXTENSION
BOX 8450, UNIVERSITY STATION
KNOXVILLE

RADIO AND TELEVISION SERVICES
RADIO STATION WUOT

June 27, 1955

Mr. Frank E. Schooley
NAEB
Urbana, Illinois

Dear Frank:

I just received a letter from Bernie Buck with some ideas in response to my request and was going to submit a few ideas to you today. So your letter was timely.

I'm also closing in on some ideas for NAEB needs as per your suggestion; and Bernie agrees that the DeTocqueville shows sound good. I'd like to know more about them as soon as possible. You can use one or more of the enclosed series ideas in the next issue, and I'll send in more as I get them from Buck and Eitzen or from our own ideas.

Regards,

Ken Wright

Tell us Frank

August 22, 1955

Mr. Kenneth D. Wright
Director
Station WUOT-FM
University of Tennessee
Knoxville, Tennessee

Dear Ken:

Copies of each of the DeTocqueville scripts are being sent to you for consideration of the Program Planning Sub-Committee, and by carbons of this letter to Buck and to Eitzen.

Also, I am asking George Probst, under whose supervision the scripts were prepared to give his evaluation on the desirability of producing them. The same from Dick Vogl, chairman of the Grants-in-Aid Committee. I thought these comments might be helpful to your committee.

Should you wish to ask others, there are additional copies of the scripts available we could let you have for that purpose.

Best regards,

Sincerely,

Frank E. Schooley
President

FES:jy
cc: Mr. Bernard Buck
Mr. Lee Eitzen

September 8, 1955

Mr. Kenneth Wright
Radio Station WUCT
University of Tennessee
Knoxville, Tennessee

Dear Ken:

Thanks for your note. I too am sorry that we missed the Radio Program report but I understand the situation.

The 20th of the month is the deadline but we can handle copy without great inconvenience if we have it by the 25th.

Best regards.

Sincerely,

Frank E. Schooley
President

FES:cu

THE UNIVERSITY OF TENNESSEE
DIVISION OF UNIVERSITY EXTENSION
BOX 8450, UNIVERSITY STATION
KNOXVILLE

RECEIVED
RADIO STATION
AUG 31 8 42 AM 1955
WILL & WIUC
UNIVERSITY OF ILLINOIS

RADIO AND TELEVISION SERVICES
RADIO STATION WUOT

August 29, 1955

Dear Frank:

Damn it; inspite of all my good resolutions, which still hold, I missed an issue. I've been out of town visiting commercial stations in Tennessee for 3 weeks off and on, and didn't get your 18th letter until this morning.

I assume that the 20th of the month is the deadline; would you inform me if that isn't right? I'll certainly have an idea ready before the 20th of September. Thanks, too, Frank, for the De Toc queville scripts which I received this morning. I'll get to them right away. I'm very sorry about the missed deadline; I definitely didn't intend for that to happen, but this travel is a regular August job for me.

Regards,

Ken Wright

THE UNIVERSITY OF TENNESSEE
DIVISION OF UNIVERSITY EXTENSION
BOX 8540, UNIVERSITY STATION
KNOXVILLE

COPY

October 7, 1955

RADIO STATION WUOT

Mr. Waldo Abbot
Station WUOM
University of Michigan
Ann Arbor, Michigan

Dear Waldo:

Even after hearing your last two reports verbally, I enjoyed reading them again. Your oral delivery adds much to the bite, I might add. Anyway, I'll be looking forward to hearing your report again now that you have two phases to report on. I know nothing of the Acceptance Sub-Committee, and the Planning group has done very little.

You can say that Wright, Eitzen, and Buck have conferred by mail on program ideas for the network. We recommend consideration of a prestige series such as "Ways of Mankind" was, and suggested that the De Tocqueville scripts be considered. We are further agreed that trying to originate programming concepts, specific areas for programs, and specific programs to fit the areas for a network is not a job to be undertaken by three people in Iowa City, New York, and Knoxville. Programming by committee is a big fat headache, of course, even if the committee can get together; it's nearly impossible when the committee doesn't meet.

Wright attended a meeting in Chicago with Chairmen of the Grant-in-Aid, Acceptance, and In-School Acceptance Committees, along with Skornia and Bob Hudson to discuss this year's grant in aid program. The master title of AMERICA IN THE TWENTIETH CENTURY for the grant applicants was suggested by Wright, so our committee can claim credit for originating it.

Wright has also submitted a monthly radio program idea as per Schooley's suggestion for the NAEB News Letter for about three or four months now. This will continue, since I'm getting a few suggestions from members. Beyond this meagre activity, the Sub-Committee has been vague about its function, its modus operandi, and its future course. Any ideas you have will be appreciated. I believe it is our fault we haven't done more; I'm sure Eitzen, Buck, and I could come up with some concrete programming principles if we could get together. But lack of time and budget has prevented this so far. I hope we can meet in Chicago if we are to comprise the sub-committee next year.

THE UNIVERSITY OF TENNESSEE
DIVISION OF UNIVERSITY EXTENSION
BOX 8540, UNIVERSITY STATION
KNOXVILLE

COPY

October 7, 1955

RADIO STATION WUOT

Cont.

Please do not quote me as blaming any outside forces for our failure to do a vigorous job. It is not the fault of headquarters or the administration; we have to take the blame and offer whatever personal excuses we can muster. Anyway, I hope you can get together some kind of report. I'll be looking for you in Chicago.

Sincerely,

Kenneth D. Wright
Director of Broadcasting

KDW:ss

cc: Frank Schooley
Harry Skornia
Lee Eitzen
Bernard Buck

FES

September 16, 1955

Mr. Kenneth Wright
Radio and Television Services
The University of Tennessee
Division of University Extension
Box 8450, University Station
Knoxville, Tennessee

Dear Ken:

Thanks for the radio program report for the October Newsletter.

Regarding the de Tocqueville scripts, I sent them to your committee for consideration regarding any proposal which your planning group wishes to make to the Board regarding the desirability of the expenditure of funds for the purpose of producing one or more educational radio prestige series. As you know, there has been expressed a feeling that we should do more prestige programming for the good of NAEB and the general good of educational broadcasting.

Also, there may be some areas in which our network programming suffers because of our failure to provide series. Therefore, the Board will consider seriously recommendations for the purpose of producing prestige programs. Considerable money has already been spent on the de Tocqueville scripts. This is one reason why I wanted your committee to consider them along with any other ideas. You may recall that we have the possibility of getting something like $35,000 for one or more series of good radio programs. It is anticipated that these would be professionally produced and not necessarily produced by any NAEB member.

I am sending a copy of this letter to Dick Vogl because he raises a question in a letter which I also received in this morning's mail. Likewise, I shall enclose a carbon of my reply to him so you will have the complete story.

Best wishes.

Sincerely yours,

FES:cjf
cc: Mr. Vogl

Frank E. Schooley
President

Enclosure

THE UNIVERSITY OF TENNESSEE
DIVISION OF UNIVERSITY EXTENSION
BOX 8450, UNIVERSITY STATION
KNOXVILLE

RADIO AND TELEVISION SERVICES
RADIO STATION WUOT

RECEIVED
RADIO STATION
SEP 16 8 43 AM 1955
WILL & WIUC
UNIVERSITY OF ILLINOIS

September 13, 1955

Mr. Frank Schooley
NAEB
14 Gregory Hall

Dear Frank:

I'm sending a page for the next Newsletter early this time. Again my apologies for missing last issue; I'm sure it won't happen again. I'm very interested in the de Tocqueville scripts since I've read them; what should the next step be? Are we to submit some program suggestions as a subcommittee, as individuals, or just what would you prefer?

Things are damn hectic here with new studio and transmitter construction. We're really building a new FM station, going from 3400 to 80,000 watts if the free equipment we've received can be adapted. But with more staff now, I think I can devote some time to program planning once I understand what procedure to follow.

Sincere regards,

Ken Wright

KW:ss

November 1, 1955

Mr. Kenneth D. Wright
Director, Station WUOT-FM
University of Tennessee
Knoxville, Tennessee

Dear Ken

I feel guilty about not enough new ideas and work on the Program Planning Sub-committee. I feel guilty about not enough new ideas and work at Station WSUI. There's been plenty of work, but the well-instituted has a way of taking over.

I imagine I can arrange to be at Chicago on December 3. Please verify the date soonest to allow ample time for travel authorization.

Sincerely

L.E.

Lee Eitzen
Program Director

LE:dae

cc: Dr. Harry Skornia
Executive Director
NAEB Headquarters
14 Gregory Hall
Urbana, Illinois

RECEIVED
NAEB HEADQUARTERS
NOV 3 1955
AM 7|8|9|10|11|12|1|2|3|4|5|6 PM

November 3, 1955

Mr. Kenneth D. Wright
Director of Broadcasting
University of Tennessee
Knoxville, Tennessee

Dear Ken:

I gather from Harry's memo of October 31, that I have been assigned to the Radio Program Planning Sub-committee. While I am as busy as the next guy (and probably a little less ambitious) this is a job I welcome and I hope I can make a worthwhile contribution.

Regarding a meeting in Chicago, all three dates that Harry mentioned are open on my calendar at the moment. I would prefer December 3 or December 10, however. I will await further word from you or Harry and proceed with hotel reservations.

It was both a pleasure and a shot in the arm to have visited with you at the convention. I only wish we would have had more time.

Sincerely,

Richard F. Vogl
Program Director - Radio

RFV/mo

cc: Harry J. Skornia

WNYC

THE CITY OF NEW YORK
MUNICIPAL BROADCASTING SYSTEM
MUNICIPAL BUILDING
NEW YORK 7, N. Y.
WHitehall 3-3600

SEYMOUR N. SIEGEL
Director
JOHN DE PROSPO
Executive Officer

WNYC-FM

RECEIVED
NAEB HEADQUARTERS
NOV 8 1955
AM 1|2|3|4|5|6|7|8|9|10|11|12|1|2|3|4|5|6 PM

November 3, 1955

Dr. Harry J. Skornia
Executive Director
NAEB Headquarters
14 Gregory Hall
Urbana, Illinois

Dear Harry:

As Sy indicated to you in his telephone conversation with you, I am unable to attend any meetings of the Radio Program Planning Sub-committee which may be held in December of this year. Because of my interest in the subject, I guess the only reason for my not attending would be a commitment as important as a honeymoon, and right now I can't think of anything more important.

I hope you will keep me posted on developments, and if there should be a change in plans for a meeting before November 27, or after the first of the year, please let me know.

With all best wishes, I am,

Cordially yours,

Bernie

Bernard R. Buck
Program Director

BRB:ek
cc: Ken Wright

November 8, 1955

TO: PROGRAM PLANNING SUBCOMMITTEE OF RADIO NETWORK
Kenneth Wright
Bernard Buck
Lee Eitzen
Dick Vogl

All except Buck (who'll be on his honeymoon) seem able to meet in Chicago December 3. See you at the Del Prado at 9:30 a.m. I arrive by train, which is usually on time.

Wright will provide agenda, though we should all help him.

Attached are 3 tax exemption certificates. List yourself as "NAEB Consultant" or "NAEB Committee member." Please use in purchasing your transportation. Also attached are vouchers on which you'll later collect reimbursement of expenses. Be sure to save receipts for anything over $3.00. You can give me the signed vouchers when we meet in Chicago if you like, and we can complete your vouchers here, upon receipt from you of informal statement when you return home.

Sincerely,

Harry J. Skornia
Executive Director

HJS:jy
Enc: Certificates (3 each)
Vouchers
cc: Mr. Frank E. Schooley ✓
Mr. John Holt

14 Gregory Hall
Urbana, Illinois

November 10, 1955

2nd Lt. Richard L. Spears
Chief, Radio-TV Branch
Office Information Services
Headquarters, Air Weather Service
Washington 25, D. C.

Dear Lt. Spears:

Should you have additional information or the pilot tape, it would be helpful if we had it by the end of this month. We're having a small Program Committee meeting.

Sincerely yours,

Frank E. Schooley
President

FES:cu

HEADQUARTERS
AIR WEATHER SERVICE
MILITARY AIR TRANSPORT SERVICE
UNITED STATES AIR FORCE
WASHINGTON 25, D. C.

NOV 10 8 51 AM 1955

7 November 1955

Dr. Frank Schooley, President
National Association of Educational Broadcasters
14 Gregory Hall
Urbana, Illinois

Dear Dr. Schooley:

Since it has been some time since I have written to you, I thought you would be interested in knowing that we are nearly ready to commence work on our educational series.

When we complete our pilot tape for NAEB we shall send it on to you for audition by your program committee.

I shall contact you when the tape is ready for your perusal. Again, thank you for your interest.

Sincerely,

Richard L. Spears

RICHARD L. SPEARS
2nd Lt., USAF
Chief, Radio-TV Branch
Office Information Services

RADIO STATIONS

AM
640 KILOCYCLES

WNAD

FM
90.9 MEGACYCLES

RECEIVED
RADIO STATION

THE UNIVERSITY OF OKLAHOMA

NORMAN · OKLAHOMA

APR 29 8 30 AM 1955

WILL & WIUC
UNIVERSITY OF ILLINOIS

April 27, 1955

Mr. Frank E. Schooley
Radio Station WILL
University of Illinois
Urbana, Illinois

Dear Frank:

In reference to your request from the Air Weather Service, I would like to see such a series done for possible distribution on the network. I think the general public could benefit from a program explaining the mission of this organization.

The information contained in such a series could well be interesting and educational.

Count one "yes" vote.

Sincerely yours,

Hugh M. Mix

Hugh M. Mix, Acting Director
Educational Broadcasting Services

HMM:ln

690 KC 1000 WATTS
SERVING
KUSD
SOUTH DAKOTA
USD

RADIO STATION KUSD
UNIVERSITY OF SOUTH DAKOTA
VERMILLION

690 KILOCYCLES
1000 WATTS

RECEIVED
RADIO STATION
APR 27 8 28 AM 1955
WILL & WIUC
UNIVERSITY OF ILLINOIS

April 25, 1955

Dr. Frank Schooley, Director
NAEB Headquarters
University of Illinois
14 Gregory Hall
Urbana, Illinois

Dear Dr. Schooley :

I, personally, would be very pleased to have the Air Weather Service produce a thirteen week series on Meteorology and Climatology. Perhaps it would be a good idea, however, to have Lt. Spears and his group send us an outline of two or three typical programs. Having worked in Washington, D.C. radio, I am familiar with the facilities and personnel available for broadcasting. If the AWS used these professional facilities and personnel, they would be able to develop an interesting and worthwhile program.

Sincerely,

Jim Slack

Jim Slack
Network Acceptance SubCommittee

JS/eg

HEADQUARTERS
AIR WEATHER SERVICE
MILITARY AIR TRANSPORT SERVICE
UNITED STATES AIR FORCE
WASHINGTON 25, D. C.

NOV 17 2 45 PM 1955

15 November 1955

Dr. Frank E. Schooley
President
National Association of Educational Broadcasters
14 Gregory Hall
Urbana, Illinois

Dear Dr. Schooley:

With reference to your letter dated 10 November 1955, we do not have a pilot tape prepared at this time. However, I am able to give you all the information, on our proposed series, available now.

Subject to your approval of our plan and pilot tape we should like to record thirteen quarter-hour programs on weather for release to the NAEB tape network.

We intend to record the programs as follows. We will record a series of lectures by distinguished personnel of the Air Weather Service in the classroom at the University of Maryland. We will produce the opening and closing portions of the program in our professional studios in Washington. These openings and closings will be worded to meet your specifications.

I am enclosing a brief biographical sketch of our announcer and myself (I shall produce the series) for your perusal. I am also enclosing a list of the thirteen speakers and their subjects for your consideration. I believe that they will cover the weather field most adequately. These lectures are expected to commence around the first of February and we can get the master tape to you within a week following each recording. I mention this so that you may make your plans accordingly.

If you will need more detailed information at any time, please feel free to contact me.

Sincerely,

Richard L. Spears

RICHARD L. SPEARS
2nd Lt., USAF
Chief, Radio-TV Branch
Office Information Services

Radio

PERSONNEL FOR NAEB NETWORK SERIES

Captain Thomas L. Moore, Jr. (Announcer) -

A Philadelphian, Captain Moore has had many years of professional broadcasting experience. In addition to being associated with the CBS network for some time, he was also network supervisor of the American Forces Network (AFN) in Europe. His responsibilities included 27 American stations all over Europe.

2Nd. Lieutenant Richard L. Spears (Producer) -

A Chicagoan by birth, a Cincinnatian by adoption, Lt. Spears has been associated with WGN and the Mutual Broadcasting system in Chicago. He was also associated with WLW and WLWT (TV) in Cincinnati. Lt. Spears is the former general manager of the NAEB affiliate WMUB at Miami University (Ohio). His experience includes Morgan Beatty's "News of the World" on NBC, NBC's "It Happens to You", John Cameron Swayze's "News Caravan" and many other NBC and Mutual radio and television shows.

Rodeo

SPEAKERS FOR NAEB TAPE NETWORK PROGRAM

Each speaker is expert in the subject which he will cover.

1. The Air Weather Service -
   Major John R. Abbott

2. Meteorology -
   Major Joseph M. Tyndall

3. Tornadoes and Hurricanes -
   Mr. Cornelius J. Callahan

4. Climatology -
   Dr. Woodrow C. Jacobs

5. Scientific Services -
   Dr. Robert D. Fletcher

6. Weather Reconnaissance -
   Lt. Colonel James M. Fahey

7. Post Weather Analysis -
   Major Richard D. Crysler

8. Meteorological and Electronic Engineering -
   Major Edwin J. Istvan

9. Joint Numerical Weather Prediction -
   Lt. Colonel Hazen H. Bedke

10. Weather Evaluation and Developement -
    Lt. Colonel Clifford L. Spohn

11. Meteorological Training -
    Lt. Colonel Dale D. Suttle

12. The Weather Officer Program -
    Captain Frederick B. Walters

13. Summary -
    (High lights of the 12 preceding programs.)

NAEB Headquarters
14 Gregory Hall
Urbana, Illinois

November 28, 1955

TO: Radio Network Planning Committee
Radio Network Acceptance Committee

RE: Proposed series on Meteorology and Climatology

FROM: Frank E. Schooley

To keep all sides informed, copies of most correspondence to date attached. Most recent, 15 November, gives the latest dope. Anyone having good suggestions, now would seem appropriate time. To date, seems all agreed that if good production the series should be good and acceptable.

Merry Christmas.

FES:cr

COPY COPY

HEADQUARTERS
AIR WEATHER SERVICE
MILITARY AIR TRANSPORT SERVICE
UNITED STATES AIR FORCE
Washington 25, D. C.

15 November 1955

Dr. Frank E. Schooley
President
National Association of Educational Broadcasters
14 Gregory Hall
Urbana, Illinois

Dear Dr. Schooley:

With reference to your letter dated 10 November 1955, we do not have a pilot tape prepared at this time. However, I am able to give you all the information, on our proposed series, available now.

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If you will need more detailed information at any time, please feel free to contact me.

Sincerely,

/s/ Richard L. Spears

RICHARD L. SPEARS
2nd Lt., USAF
Chief, Radio-TV Branch
Office Information Services

Copied at NAEB Hqs. 11/28/55-cr

PERSONNEL FOR NAEB RADIO NETWORK SERIES

Captain Thomas L. Moore, Jr. (Announcer) -

A Philadelphian, Captain Moore has had many years of professional broadcasting experience. In addition to being associated with the CBS network for some time, he was also network supervisor of the American Forces Network (AFN) in Europe. His responsibilities included 27 American stations all over Europe.

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A Chicagoan by birth, a Cincinnatian by adoption, Lt. Spears has been associated with WGN and the Mutual Broadcasting System in Chicago. He was also associated with WLW and WLWT (TV) in Cincinnati. Lt. Spears is the former general manager of the NAEB affiliate WMUB at Miami University (Ohio). His experience includes Morgan Beatty's "News of the World" on NBC, NBC's "It Happens to You," John Cameron Swayze's "News Caravan" and many other NBC and Mutual radio and television shows.

SPEAKERS FOR NAEB RADIO NETWORK PROGRAM

Each speaker is expert in the subject which he will cover.

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2. Meteorology - Major Joseph M. Tyndall
3. Tornadoes and Hurricanes - Mr. Cornelius J. Callahan
4. Climatology - Dr. Woodrow C. Jacobs
5. Scientific Services - Dr. Robert D. Fletcher
6. Weather Reconnaissance - Lt. Colonel James M. Fahey
7. Post Weather Analysis - Major Richard D. Cryaler
8. Meteorological and Electronic Engineering - Major Edwin J. Istvan
9. Joint Numerical Weather Prediction - Lt. Colonel Hazen H. Bedke
10. Weather Evaluation and Development - Lt. Colonel Clifford L. Spohn
11. Meteorological Training - Lt. Colonel Dale D. Suttle
12. The Weather Officer Program - Captain Frederick B. Walters
13. Summary - (Highlights of the 12 preceding programs.)

FOR INFORMATION OF FES

January 30, 1956

Gerontological Society, Inc.
660 South Kingshighway Boulevard
St. Louis 10, Missouri

Gentlemen:

Since we are planning authentic radio series on:

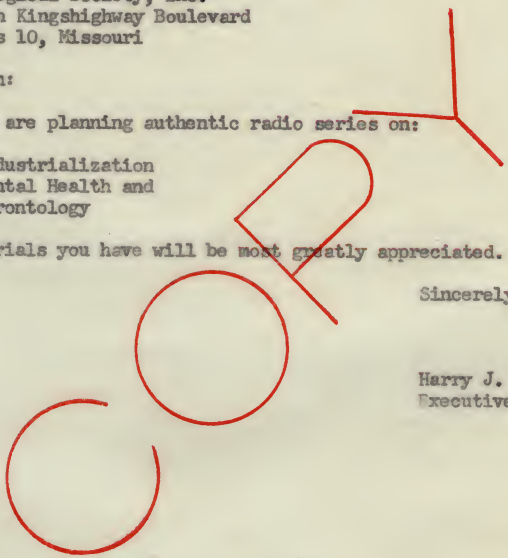
1) Industrialization
2) Mental Health and
3) Gerontology

any materials you have will be most greatly appreciated.

Sincerely,

Harry J. Skornia
Executive Director

HJS:cr



FOR INFORMATION OF FFs

January 30, 1956

Mr. George Rabinoff
Social Welfare Assembly
345 East 46th Street
New York, N. Y.

Dear Mr. Rabinoff:

Since we are planning authentic radio series on:

1) Industrialization
2) Mental Health and
3) Gerontology

any materials you have will be most greatly appreciated.

Sincerely,

Harry J. Skornia
Executive Director

HJS:cr

FOR INFORMATION OF FFS

January 30, 1956

Mental Health Materials Center
1790 Broadway
New York, N. Y.

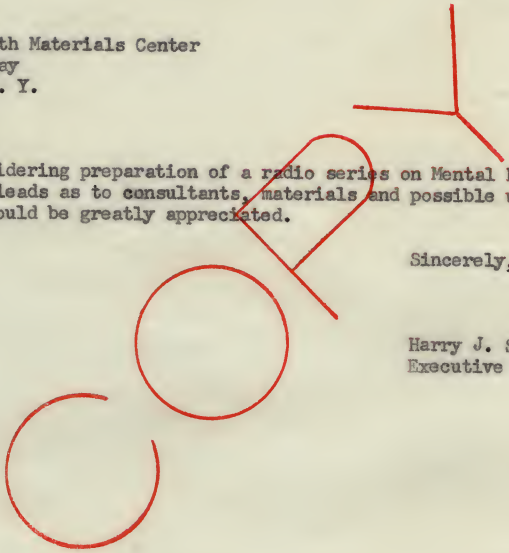
Gentlemen:

We are considering preparation of a radio series on Mental Health problems. Any leads as to consultants, materials and possible writers and producers would be greatly appreciated.

Sincerely,

Harry J. Skornia
Executive Director

HJS:cr



FOR INFORMATION OF FES

January 30, 1956

Mr. John Agnew, Vice President
First National Bank
Boston, Massachusetts

My dear Mr. Agnew:

I understand that a fine Industrial program for Retired Persons has been developed there, with the assistance or leadership of the Agnew Foundation.

Since we are planning authentic radio series on:

1) Industrialization
2) Mental Health and
3) Gerontology

any materials you have will be most greatly appreciated.

Sincerely,

Harry J. Skornia
Executive Director

HJS:cr

FOR INFORMATION OF FES

January 30, 1956

Mr. Ira H. Knaster
National Association of Mental Health
1790 Broadway
New York, N. Y.

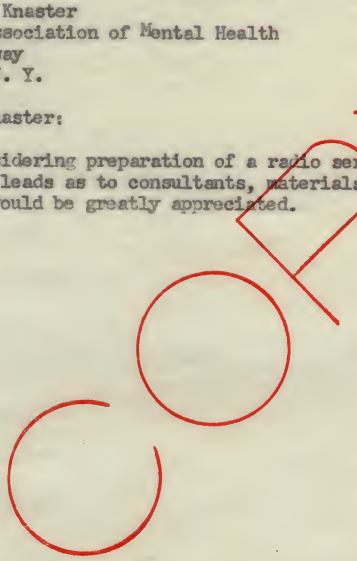
Dear Mr. Knaster:

We are considering preparation of a radio series on Mental Health problems. Any leads as to consultants, materials and possible writers and producers would be greatly appreciated.

Sincerely,

Harry J. Skornia
Executive Director

HJS:cr



COPY

Sent for the information of

Schooley

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS
14 GREGORY HALL
URBANA, ILLINOIS

February 10, 1956

Mr. Robert Peterson
146 Clapboard Ridge Road
Greenwich, Connecticut

Dear Bob:

Darn sorry to hear you've left Illinois. Since I understood that you're now devoting more, rather than less, time to problems of the aged I'm taking the liberty of sending you the attached outline.

It appears that funds may well be available for a few series in areas we recommend to the Educational Television and Radio Center. The ones I'm working on, and pushing, are:

1. Industrialization: i.e. American Democracy, under capitalism. This is visualized as having considerable export value in explaining our dynamic system in ways which people, now "taken" with Communism, might understand.

2. Mental Health: How much we really know about it, and how to establish and maintain it; we can do things on radio here (preserving the anonymity of patients etc.), which TV can't do. This, like industrialization, we don't yet have really adequate outlines on.

3. Gerontology

All of these are in a sense functions of the others, and products and influences related to the others, of course. Some package, isn't it?

Would you still be willing to work with us and the Center? And have you any quick additions you can make, without my imposing too much on you, or your time? I'd appreciate a quick note, when you have a couple of minutes.

And more power to you in your new job. May you prosper and find great satisfaction in it.

Sincerely,

Harry J. Skornia
Executive Director

HJS:jy
Enclosure

14 Gregory Hall
Urbana, Illinois

March 26, 1956

Mr. Kenneth D. Wright
Director of Broadcasting
Station WUOT (FM)
University of Tennessee
Knoxville, Tennessee

Dear Ken:

Now that you're going to spend a year at the Center, I assume that I'll have to be looking for someone else to take your place on the NAEB committee. Not that I don't want your noble services, but I imagine that both you and the Center people would feel that you shouldn't be serving both during your year there. There's no hurry but I want to raise the question so that if you haven't discussed this with yourself or with President Newburn you might want to do so sometime.

Kind personal regards.

Sincerely yours,

Frank E. Schooley
President

FES:cu

FOR INFORMATION OF FES

NAEB Headquarters
14 Gregory Hall
Urbana, Illinois

TO: Program Planning Subcommittee
Ken Wright, Chairman
Bernard Buck
Lee Eitzen
Dick Vogl

FROM: H. J. Skornia

SUBJECT: Proposal for Washington series

DATE: April 26, 1956

I do happen to know this fellow from Vienna, and he has talked to me (and apparently also to Newburn and Hudson).

I mentioned to Schooley desirability of getting some Washington roots down for such things, since we have no feeder stations there. Schooley's comments:

1. Difficult to process with necessary timeliness;
2. Lot of people resent what comes from Washington, as well as what interested in;
3. Might be at expense of doing something more important in other spots, other program areas; and
4. For me, who is shrinkman to do it anyway.

If you'd like audition tape, I might request, but this is too important to do without your decision and/or reaction. If the idea is desirable, the question would remain about whether he does the kind of a job we'd want. I've never heard him on the air, and in no sense care to push.

If we got, I expect there would be a fee. Would you care to suggest a ceiling of $10.00, $15.00 or so per program?

Please handle with Ken, who can collect and report Committee consensus.

HJS:cr

FES

NAEB Headquarters
14 Gregory Hall
Urbana, Illinois

MEMO

To: Program Planning Committee
Kenneth Wright
Bernard Buck
Lee Eitzen
Dick Vogl

From: Harry J. Skornia

Date: May 14, 1956

Subject: Proposal for Grant: Dead Sea Scrolls series, University of Wisconsin

This proposal is submitted to you for your recommendation. Please forward your comments to Chairman Ken Wright for coordination and report.

HJS:cr

Enc.

May 24, 1956

Mr. Paul Street, Director
NEA Centennial Celebration
National Education Association
1201 Sixteenth Street, N.W.
Washington 6, D. C.

Dear Mr. Street

Yes, indeed, we shall help the NEA observe its Centennial birthday! We shall be most happy to serve as the focal point for educational broadcasters in this regard.

In this connection, I wonder if it might be possible for you to prepare one-minute announcements that we could distribute to our members on a considerably more varied basis than that included in your sample. We shall also include in our Newsletter material on this Centennial which will help all our local members to devise local ways in which to help you observe your anniversary.

In this connection also, has any thinking been done on the possibility which you and I never got to discuss, but which I believe Belmont Farley and Frank Schooley talked about at some length one day? We do want to make ourselves as useful as possible and only need the more specific thinking which will enable us to carry on.

Sincerely,

Harry J. Skornia
Executive Director

HJS:cr
Enc.
Dictated by Dr. Skornia May 24;
but signed and mailed in his absence.

CC: Mr. Frank Schooley ✓

14 Gregory Hall
Urbana, Illinois

July 9, 1956

Memorandum

TO: Dick Vogl, Chairman
Lee S. Dreyfus, WDET
John A. Reginelli, WILL
Hugh Mix, WNAD
Edward J. Black, KUSD

FROM: Frank E. Schooley

Barring strenuous objections, the above-named individuals will constitute the NAEB Programming Planning SubCommittee during the rest of my term.

If there's work to do, you'll hear from Dick Vogl.

I put the Acceptance persons on here by design. For the rest of this term it ought to be workable, and I trust you'll agree. There won't be too much additional work.

cc: Waldo Abbot
Harry J. Skornia

14 Gregory Hall
Urbana, Illinois

July 9, 1956

Mr. Kenneth D. Wright
Director of Broadcasting
Station WUOT (FM)
University of Tennessee
Knoxville, Tennessee

Dear Ken:

The newly constituted Programming Planning Subcommittee of the Radio Network Committee consists of the following:

Dick Vogl, WOI, Iowa State College, Ames, Iowa, chairman
Lee S. Dreyfus, WDET, Wayne University, Detroit, Mich.
and the three members of the present Acceptance Subcommittee:
John A. Regnell, WILL, University of Illinois, Urbana, Ill., Hugh Mix, WNAD, University of Oklahoma, Norma, Okla., Edward J. Slack, University of South Dakota, Vermillion, S. D.

Whenever you need the help, advice, assistance of this gang, please fire away.

Meanwhile, please accept my sincere thanks for all of your help. My good wishes go with you to the Center. Maybe I'll be seeing you.

Best regards.

Sincerely,

Frank E. Schooley
President

FES:cjf

cc: H. J. Skornia
H. K. Newburn
R. B. Hudson

End

The NAEB Network (Operations?) Committee will be responsible for informing of its progress, decisions, recommendations, etc., members of relevant committees and members, project managers, directors, and executives of the NAEB. It will also be responsible for seeing that replacements on and additions to the NAEB Network Committee are completely informed of the purposes and all past actions of the committee.

The Executive and Associate Directors and the Network Manager will act as ex officio-advisory members of the NAEB Network Committee, as they do with all other Network-oriented committees.

Notes on the Proposed NAEB Network (Operations?) Committee

The Chairman. We strongly recommend that Jim Miles be given this job. Miles not only directs a member station and is not a member of any of the committees whose work bears on the Network, but, as a former Executive Director of the NAEB and manager of the Network, he has a great deal of Network knowledge which will be useful to the proposed committee, and he has an appreciation of the various points-of-view involved in the Network project. He is probably the most qualified candidate available for the job.

The Committee Members. Drawing more than one member for the proposed NAEB Network Committee from each of the other Network-oriented committees would result in a group so large that it would probably be unwieldy and ineffective, especially if representatives from other committees were later to be added to the membership. As proposed, the membership would run:

Miles, Chairman
from Network Acceptance Committee - its Chairman, Abbot
from In-School Program Committee - its Chairman, Fleming
from Radio Program Planning Committee - its Chairman, Schooley
from International Relations and
Public Relations Committees - its Chairman, Siegel
from Engineering Committee - its Chairman, Menzer

At present the International Relations and Public Relations Committees have the same chairmen, of course. If in the future they should have different chairmen, one more member would automatically be added to the NAEB Network Committee.

This looks like a very strong working committee. Its members are experienced and respected people who direct member stations, and Headquarters should be able to work well with them.

And Headquarters looks forward to working with the NAEB Network Committee if this proposal is approved.

COPY

COPY

January 16th from 9:30 - 10:00 PM EST. Later, the series may also be heard on the network. In the event ABC makes recordings of these programs available to the VOA, the latter in turn would, if requested, be glad to make them available to the NAEB.

Your views on the foregoing will be appreciated.

Sincerely yours,

Justin Miller
Member of the U. S. Advisory
Commission on Information and
Chairman of the Broadcast
Advisory Committee

Enclosures:
U. S. Information Agency Background Information
VOA Fact Sheet
Your VOA

COPY

COPY

FSS copy

PROGRAMS SUGGESTED BY NAEB PROGRAMS COMMITTEE

Willard Hotel, Washington, D.C., August 21-22, 1953

RECEIVED
SEP 3 8 45 AM 1953
WILL & WHUC

Members: George Probst, Frank Schooley, Parker Wheatley, Graydon Ausmus

---

NAEB-sponsored production in general area of American Education

Probst will talk to Ralph Tyler, University of Chicago.

Schooley will talk or write to Alburey Castel, Head, Dept. of Philosophy, University of Oregon.

Other names suggested: Dean Melby, N.Y.U., Andy J. Carlson, Harverd(?), and Edmonson, retured, Indiana University.

Specific recommendations to be made to the committee by Probst and Schooley soon.

Recommend that the Center undertake major production on significant men of our times.

Possible title: "Living Biography"

Nature of Program: Not an interview--just conversations or comments by the people with later editing of their statements into a unified program.

Some possible names: Ferdinand Schevill, Harold C. Urey, Robert Penn Warren, William Faulkner, Albert Einstein, Robert Redfield, Carl Sandburg, Archibald MacLeish, Marianne Moore, Robert M. Hutchins, Perry Miller, Anton J. Carlson.

Companion Series to above:

WHAT I'VE BEEN TRYING TO DO ALL MY LIFE

Possible Names: General Robert E. Wood, Harry Truman, Herbert Hoover, Eleanor Roosevelt, Frances Perkins, Jim Farley, Orville Wright, Charles A. Lindberg, Albert Schweitzer, Paul Douglas, John L. Lewis, Walter Reuther, James Petrillo...
(Van Wyck Brooks and Waldo Frank talking about Sherwood Anderson)

SUGGESTED TOPICS FOR FILM STUDY———

(Not necessarily in order of priority)

Government and the Meanings of Government

Aging (gerontology)

Early American History

The Meaning of Science

Child Development

Inter-Personal Relations

Mental Hygiene

Biology (Living Things)

Anthropology (Comparisons of people, cultures, etc.)

History of:

- Russia
- England
- India
- Mexico

Nineteenth Century French Literature

Africa (authenticated materials—not news reel type films)

PROGRAMS TO BE PROMOTED BY NAEB

UNDER TRUSTEESHIP-GRANT ARRANGEMENT

THE OLD DOMINION FUND ——— POETRY AND LITERATURE

See Orwell's essay, "Poetry and the Microphone" for format

Board of four or five poets and one NAEB representative to supervise———

Five year grant of $80,000 to $100,000 a year for this project

Suggest Lew Hill as director

PROBST———will explore and report to Committee
(Names: Tate, MacLeish, Brooks, Laughlin, Shapiro

AMERICAN MEDICAL ASSOCIATION

Request that AMA finance project for International University of the Air

Series of talks on Polio

Estimated budget: $50,000

Two representatives of AMA and one NAEB rep on board

SCHOOLEY———Will explore and report ——— Suggest Schooley as director

---

AMERICAN PUBLIC HEALTH ASSOCIATION

AUSMUS———will explore possibilities

AMERICAN MENTAL HEALTH ASSOCIATION

Names: Meninger, Grinker, Brozen

PROBST———will explore

PUBLIC ADMINISTRATION CLEARING HOUSE

Has offered to make all its materials available for audio-visual uses

Miss Graezel—on staff

PROBST———will explore

CONSERVATION

Approach both the National Conservation Society (this group has already made some overtures to SI) and the Fund for the Conservation of National Resources (ask for their help).

SEYMOUR SIEGEL——has already been working on this project. He will proceed with more detailed plans.

ROCKEFELLER FOUNDATION —— WILLIAMSBURG PROJECT

$47,000,000.00 appropriated on this.

Basic purpose is to call attention to early American history and principles of early American society.

John Goodbody, director of the project

Allen Nevins, Dumas Malone, Julien Boyd, etc., Members of the Board of The History Society of America (or whatever) also on the Board for the Williamsburg Project.

PROBST——will explore

FUND FOR THE REPUBLIC

A series on Southern authors, composers, artists, etc.

Suggest widening base of production ——

AUSMUS——will explore

TWENTIETH CENTURY FUND —— FILENE ENTERPRISES

African agriculture, policy, pensions, national productivity

Unbiased economic information

Tom Casskaden, Director of Education, should be contacted.

Ask that they set up a committee on television and radio to explore ways of getting national distribution of the materials they develop.

PROBST——will explore and report

KELLOGG FOUNDATION ——— A A A C E

Agricultural exploratory....

JIM MILES———will cover and report

SMITHSONIAN INSTITUTE

Leonard Carmichael should be contacted

WHEATLEY———simple case of exploration

AMERICAN PSYCHOLOGICAL ASSOCIATION

Close connection with industry

Al Chapman

WHEATLEY———will explore

ATOMIC ENERGY COMMISSION

H-bomb ——— need for public information, etc.

WHEATLEY———talk to Si Siegel about this

VIKING FUND

Walter Goldschmidt —— on Fulbright to Africa —— fresh materials, on-the-spot stuff, first on radio, etc.

PROBST———will explore

UNIVERSITY OF MICHIGAN CONFERENCE ON AGING ——

——— PROBLEMS OF AGING

Wilma Donahue

SCHOOLEY———will explore and report

WESTERN PROGRAM OF THE INDUSTRIAL AREAS FOUNDATION ——

——— "WE DID IT OURSELVES"

$13,000.00 a year to NAEB, a request from the Center, amount to be matched by above Foundation, administered by NAEB in cooperation with above Foundation.

Small committee: Goldschmidt, Krosber, Alinski (?).... with committee to determine what is to be done.

REQUEST OF CENTER

A full-time director should be on this

Radio series of 26 programs —— current history—— "The People Act"

AMERICAN BAR ASSOCIATION

Funds for jury system ——— Exploratory

Griswold of Harvard, Dean of Law at University of Illinois, and Dean at University of Chicago

SCHOOLEY & PROBST———will explore

M. I. T. ——— ITHIELPOOLE

International Communications

WHEATLEY———will handle

U. S. INFORMATION AGENCY
1778 Pennsylvania Avenue, N. W.
Washington 25, D. C.

November 1953

(BACKGROUND INFORMATION)

Summary

The U. S. Information Agency, which was created August 1, 1953 by the President's Reorganization Plan No. 8, consolidates the foreign information activities of the U. S. Government into one program. It comprises all of the foreign information activities formerly carried on by the International Information Administration of the Department of State, the Mutual Security Agency, and the Technical Cooperation Administration. The exchange of persons program which was conducted by IIA, the predecessor agency, will remain in the State Department.

The Secretary of State will be responsible for providing the Director of the new Agency with full guidance concerning the foreign policy of the United States. In addition, the Department of State retains the responsibility for controlling the dissemination of statements of official U. S. positions on foreign policy issues.

Field operations--the heart of the program--are conducted at information posts which are part of the U. S. Embassy teams directed by the U. S. Chiefs of Missions. These operations are serviced by five communication media in the headquarters of the U. S. Information Agency, namely, radio broadcasting, press and publications, motion pictures, the book and library programs, and private enterprise cooperation. Through the last-named activity, emphasis is being placed upon securing direct cooperation from private American organizations, such as industrial, fraternal, and non-profit groups, to facilitate non-Government action designed to further the overseas objectives of the information program.

The new Agency is responsible to the President through the National Security Council. The Director of the Agency is Mr. Theodore C. Streibert, formerly Chairman of the Board of the Mutual Broadcasting System and President of Radio Station WOR, New York City.

Congress has made available $80,249,716 for the foreign information program in the current fiscal year.

In the White House press release (July 30) announcing Mr. Streibert's appointment as Director of the new Agency, the President said:

> "Our overseas information service never carried a heavier responsibility than it does now. The service must clearly and factually present to the world the policies and objectives of the United States. It is not enough for us to have sound policies dedicated to goals of universal peace, freedom, and

progress. These policies must be made known to and understood by all peoples throughout the world. That is the responsibility of the new United States Information Agency."

Authority

The basic law for the foreign information program is Public Law 402 (80th Congress): the "United States Information and Educational Exchange Act of 1948," sometimes called the Smith-Mundt Act. That law states the basic objectives of the program in Section 2:

> "The Congress hereby declares that the objectives of this Act are to enable the Government of the United States to promote a better understanding of the United States in other countries and to increase mutual understanding between the people of the United States and the people of other countries."

Reorganization Aims

The creation of a separate agency, as accomplished through Reorganization Plan No. 8, will foster a greater flexibility, a singleness of purpose, and a centralized responsibility and administration. Specifically:

(1) The Director of the Agency will be responsible under the National Security Council to the President, and to the Congress for the performance of the overseas information function.

(2) Responsibility for overseas information operations will be centered in one place.

(3) A single information agency will mean one information program which, by fiscal year 1955, can be provided for through one appropriation.

(4) Coordination of operations will become an intra-agency matter, and responsible subordinate officials will answer directly to the Agency Director.

(5) At the inter-agency level, coordination will become a matter of bringing together the policy concerns of the several interested agencies in terms of basic policies, plans, and programs for execution by the information agency.

(6) In the field, the role of the U. S. Information Service will be clearly identified as an integral part of the diplomatic mission, functioning at a level with the political and economic components.

(7) As an independent operation, the information agency will be in a position to establish the kinds of administrative support, operating methods, and procedures necessary to the proper execution of the fast-moving information function. These will not conflict with the kinds of administrative

support methods and procedures required by the diplomatic function, nor by the economic function.

(8) The establishment of the information agency will permit direct attention to the recruitment of the caliber of personnel needed in information activities.

(9) To improve personnel operations, a separate overseas personnel system will be established. This system will function within the framework of the Foreign Service Act, but will be identifiable as a separate overseas information service designed to meet the specialized needs of the information function.

THE AGENCY'S MISSION (adopted by the President and National Security Council October 22, 1953)

"In carrying out its responsibilities in accordance with pertinent statutes and Presidential directives, the U. S. Information Agency shall be guided by the following:

1. "The purpose of the U. S. Information Agency shall be to submit evidence to peoples of other nations by means of communication techniques that the objectives and policies of the United States are in harmony with and will advance their legitimate aspirations for freedom, progress and peace.

2. "The purpose in paragraph 1 above is to be carried out primarily:

a. "By explaining and interpreting to foreign peoples the objectives and policies of the United States Government.

b. "By depicting imaginatively the correlation between U. S. policies and the legitimate aspirations of other peoples of the world.

c. "By unmasking and countering hostile attempts to distort or to frustrate the objectives and policies of the United States.

d. "By delineating those important aspects of the life and culture of the people of the United States which facilitate understanding of the policies and objectives of the Government of the United States."

Interpretation of the mission was contained the following letter from Mr. Streibert, the Director, addressed to the President:

October 27, 1953

My dear Mr. President:

On August 1 of this year, by authority of your Reorganization Plan No. 8 approved by the Congress, the U. S. Information Agency came into being as a separate independent agency reporting to you through the National Security Council.

The operations of the Agency -- embracing among others the Voice of America, the U. S. libraries overseas, the motion picture service, and the press and publications service -- were all formerly activities of the Department of State. We receive daily foreign policy guidance from the Secretary of State.

Since August 1, we have been engaged in organizing the Agency under the new set-up and reprogramming our activities within the limitations of the present appropriation. The new statement of mission for the Agency, adopted at last week's meeting of the National Security Council, is a great stride forward. It is of supreme importance to us -- and indeed to the American people -- because it clearly defines the broad lines within which, I am convinced, our overseas information service can do an effective job.

It reflects the recommendations of the Senate's Special Subcommittee on Overseas Information Programs chaired by Senator Bourke B. Hickenlooper of Iowa, which proposed on June 15, 1953 certain changes to strengthen the foreign information program.

It also embodies the concept of the President's Committee on International Information Activities (William H. Jackson Committee). This concept is that psychological activities and psychological strategy do not exist apart from official policies and actions.

Under this new mission, avoiding a propagandistic tone, the Agency will emphasize the community of interest that exists among freedom-loving peoples and show how American objectives and policies advance the legitimate interests of such peoples.

We shall therefore concentrate on objective, factual news reporting and appropriate commentaries, designed to present a full exposition of important United States actions and policies, especially as they affect individual countries and areas.

In presenting facts we shall see to it that they are not distorted and that their selection does not misrepresent a given situation.

We shall make

The President,
The White House.

We shall make sure that the tone and content of our material is forceful and direct, but we shall avoid a strident or antagonistic note.

This does not, of course, preclude us from making forceful, factual refutations of false accusations such as those that come from the Soviet communist portion of the world.

The new approach will be harder hitting than previous more diffuse approaches because it is based on the idea of getting across a message that will be convincing. Facts, and comment associated with facts, are more compelling than accusations and unsupported assertions on a wide variety of issues.

From here on the Agency will pinpoint its activities on fewer but more vital programs.

As pointed out by the Jackson Committee, the American people share fundamental beliefs and values with millions of other men and women we are attempting to win to our side, which should be made clear to other peoples. These include belief in a Diety, in individual and national freedom, in the right to ownership of property and a decent standard of living, in the common humanity of all men, and in the vision of a peaceful world with nations compromising their differences and cooperating in the United Nations.

We must make every effort to show the mutuality of our interests and goals with the legitimate goals of other peoples. We must explain those goals in ways that will cause other peoples to join with us in achieving them.

I am also pleased that under these more clearly defined objectives there will be greater opportunity for us to use the resources of patriotic private American business and non-Governmental groups in support of the information program. Private groups have given splendid support in the past, we we plan an intensive drive to further increase this support and thus multiply the effectiveness of the program.

The content of the new directive has been transmitted to all our posts in 77 countries throughout the world, so that they may have the immediate benefit of this guidance.

With deep appreciation,

Sincerely,

Theodore C. Streibert
Director

APPROPRIATIONS AND ALLOCATION OF FUNDS

Program Funds for fiscal 1954 -- GRAND TOTAL $80,249,716

This amount is derived as follows:

1. IIA Appropriation (Supplemental Appropriation Act of 1953)..... $75,000,000

2. Deduct:

   a. Tentative transfer to Department of State for exchange program and Official Policy Guidance (IES $15,000,000 - Policy $330,000).-15,330,000

   b. Funds for termination costs..... - 5,000,000

   Sub-Total..... $54,670,000

3. Add:

   a. Funds for FOA (former MSA Information Activities..... +6,000,000

   b. Funds for Public Affairs Program in Germany and Austria "GOA Appropriation"..... +18,016,655

   c. Estimated. USIS program support of Exchange of Persons program by reimbursement, Department of State:

      1) USIS Mission..... $1,050,969
      2) Administrative Support Costs..... 389,092..... +1,440,061

   d. All other reimbursements (IPS - Production Center)..... +123,000

   Total-IIA, FOA and GOA Program Funds... $80,249,716

Termination Costs. The distributions shown in this column are preliminary estimates. It is expected that the entire $5 million will be required for this Agency and for the Department of State to cover termination costs of administrative support personnel financed by this Agency.

NOTE: The above figures support the 1955 Budget Estimates submitted to the Bureau of the Budget on October 15, 1953. They are subject to modification pending completion of the determination order transferring funds to the U. S. Information Agency.

The Supplemental Appropriation Act of 1954 stipulated:

> That the operations of the Broadcasting Service presently located in New York City shall be moved to the District of Columbia or its environs by June 30, 1954.

Field Operations

The operations of the U. S. Information Service (the field arm of the U. S. Information Agency) at present include 200 posts in 82 countries. Each post is an integral part of the diplomatic team, and works under the general direction of the U. S. Chief of Mission in each country.

The individual post is staffed by a Public Affairs Officer (PAO), who is in charge, and his assistants. They will include specialists in news, radio, film, library and other cultural activities. The staff will vary in number from a single officer at certain posts to many individuals at the larger posts, and the proportion of Americans to local employees, as in Europe, is about 1 to 4.

Primarily to strengthen the field programs, the Director of the Agency has accomplished the following:

(1) Has established a direct line of command over field operations and direct representation in Washington for the field missions by appointing Assistant Directors for Europe, the Far East, the Near East (and South Asia and Africa), and the American Republics. Spending at least half of their time working in each respective area, the Assistant Directors will serve as the eyes and ears of the Director and with authority to act for him.

(2) Has consolidated the former Office of Policy and Plans and the Office of Field Programs, at headquarters, into a new Office of Policy and Programs to improve the development of information policy and programs which will further U. S. objectives abroad and promote efficiency.

Media Operations

These are the five media operations of the new Agency which backstop field activities:

Broadcasting Service

The Voice of America broadcasts more than 75 separate programs on a world-wide network for approximately 28 program hours daily in 34 languages. These programs are transmitted via short, medium and long wave over 73 transmitters, 30 located in the United States and 43 abroad. Included among the transmitters abroad are those in operation aboard the U. S. Coast Guard Cutter Courier presently located in the Eastern Mediterranean. Seventy percent of the Voice's effort is devoted to the Communist-dominated countries. Eleven foreign countries aid in relaying and rebroad-

casting Voice programs. In addition, VOA provides the field with prepared programs to be placed on local radio stations by the USIA missions. The Broadcasting Service supplies TV material regularly to 15 countries. This material consists of a special series entitled "Industry on Parade" and special events. Additional television material is supplied the field on request.

Press Service

Sends a daily flow of 75,000 words of news and a monthly average of 28,000 photo prints to USIS posts in 77 countries. As part of this service, a daily press file is transmitted by wireless for use in 55 countries by 10,000 foreign news outlets. In addition, 75 million publications of all kinds will be distributed in the year by the field posts, to be read by hundreds of millions of persons. From pilot models of pamphlets and other source materials prepared in Washington, the field posts determine how many copies they require and produce them locally and at regional centers.

Motion Picture Service

Prepares American documentary films in 22 languages. The films are seen by hundreds of millions of persons annually through loans to private groups and public agencies. Maintains some 6000 16mm sound projectors and over 300 mobile units. In addition, many U. S. documentary films are exhibited through commercial theaters abroad,as well as through an increasing number of foreign television stations.

Information Center Service

Services 155 information centers in 63 countries which conduct library programs and community activities such as lectures, exhibits, and film showings based on the library collection. The average information center has from 7,000 to 10,000 volumes and the world-wide collection totals slightly less than two million books. Twenty-nine bookmobiles extend this service into remote areas in six countries. Several comprehensive three-dimensional traveling exhibits are constantly being moved from country to country for display at U. S. Information Centers. These graphically supplement the books and other reading material found in the Centers. The service also is responsible for the translation and distribution of American books overseas, and for the Informational Media Guaranty Program. Formerly vested in ECA and MSA, the latter program guarantees the convertibility into dollars of foreign currencies received by American publishers and motion-picture producers from the foreign sale of their approved materials. Agreements to this effect are now in force with nine countries, chiefly in Europe; total contracts of $22 millions have been guaranteed.

Office of Private Cooperation

Brings into effect the active participation of private agencies, business firms, professional groups, educational and cultural societies, non-profit organizations and individuals who can help achieve the objectives of the government's overseas information program. To date more than 700 projects have been arranged. These fall into the major categories of: overseas advertising, inserts in letters sent abroad, collections of American magazines for distribution overseas, exhibits, letter writing, town affiliations, community participation programs, unofficial ambassadors and hospitality projects for foreign students in the U. S.

Reorganization Steps

Internal organization of the U. S. Information Agency, is based on three concepts:

(1) The field is where the information job is performed. Programs will be developed in each country to fit specific needs, and the media services in Washington will provide the field posts with materials suited to each particular country.

(2) There will be a minimum of superstructure in Washington. In practice, the transfer of the IIA from the Department of State and the merging into the new Agency of the MSA foreign information activities are steps which are not to be taken overnight on a "crash" basis. They will be accomplished in a period of months.

(3) Area supervision with full authority for field operations has now been established in the offices of the Assistant Directors.

(4) Reprogramming within the 1954 budgetary limitation will result in reductions in the number of overseas posts, information centers, broadcast hours, and other media activities.

History of the Program

Over the years, the U. S. Government has acquired considerable experience in the broad and complex field of information and public affairs abroad. Beginning with the cultural program for the other American Republics, authorized by the Congress in 1939 and undertaken by the Department of State in 1940, and the several programs of the Coordinator of Inter-American Affairs initiated shortly thereafter, the Government began to learn through experience the capacities, limitations, and problems of the information approach. The war situation produced the Office of War Information which, together with the resources of the Armed Forces, took us into the complex arena of psychological warfare.

In 1945-46, on the premise that the emergency was over, the psychological warfare function disappeared. The remaining functions were drastically reduced in scope and were grouped within the Department of State in the Office of International Information and Cultural Affairs.

In 1947, this residual effort was reduced to little more than a stand-by operation.

With American military control established in Germany, Austria and Japan, extensive information programs were carried on in those countries under the supervision of the Armed Forces. Successively, these functions were transferred to the Department of State, but under appropriations separate from those of the Office of International Information and Cultural Affairs. The Japanese public affairs program was later incorporated into the appropriation for International Information and Educational Activities, while the German-Austrian Programs were continued under separate appropriations.

Since 1947, the fact of Soviet design, the advances of international communism, the severe political-economic-social strains of postwar readjustments, the emergency of many new nations from former colonial status--all these and other factors have had a direct impact upon the organizational structure of the Departments concerned with international affairs, such as State and Defense. These developments have resulted in the creation of new agencies, such as the Central Intelligence Agency, and successively the Economic Cooperation Agency, the Mutual Security Agency, and the Foreign Operations Administration. In the case of ECA and carried over into MSA, large-scale related information operations were authorized. And within the Department of State, the Technical Cooperation Administration was created with certain overseas information activities attached to it.

The United States Information and Educational Exchange Act was passed in early 1948. The Office of International Information and Cultural Affairs in State underwent a series of changes in structure and purpose, leading to the basic 1949 reorganization under the Hoover Plan. At the beginning of 1952, a further major change resulted in the establishment of the International Information Administration within the Department of State, with a semi-autonomous status comparable to the Technical Cooperation Administration.

Each of these organizational changes in the foreign information program since 1947 has been in response to needs growing out of the international situation. Each has led further toward the concept of integrated operations within a single and separate agency. Reorganization Plan No. 8, creating the U. S. Information Agency, thus was the end product of operating experiences accumulated since 1940 in situations ranging from wartime to peacetime to present tensions.

Office of Information
REpublic 7-8340
Ext. 2796 - 2611

Schooley -

There may be a little conflict of jurisdiction with Pgm Planning Committee on this. Sort of think all Directors should get, or maybe all NAEB actives & Inst members. How do you feel about it?

TO: NAEB Officers

FROM: Harry Skornia H. J. Sk.

DATE: May 6, 1954

Thought you should have a copy of this. Am also requesting summary report on use of KPFA $30,000.00 grant programs which I'll send soon as available.

****

C
O
P
Y

May 5, 1954

TO: Mr. Waldo Abbot
Mrs. Camille Halyard
Mr. Northrop Dawson
Mr. Berton Holmberg
Mr. John Holt
Mr. Harry Skornia

FROM: Harold E. Hill

SUBJECT: Report of Acceptance Committee meetings in Columbus

The members of the committee that were present at the IERT Meeting in Columbus, Abbot, Halyard, and Hill, held two meetings (with John Holt) — the evening of April 9, and the morning of April 10. Several basic problems were discussed and the following decisions reached:

1. Committee members shall report on all audition tapes within two weeks of their receipt from Headquarters. Copies of the reports shall be sent to both Abbot and Holt.

2. At the end of the time limit, the chairman is authorized to make a final decision based on the votes that have been received, so long as at least three votes have been recorded.

3. In case of a tie vote on the acceptance or rejection of any program, the decision shall be made by the chairman.

4. The committee is to consider the feasibility of planning one or more series in the areas in which the network is now weak (for example, drama) and asking certain member stations to produce programs for the series. The various programs, from the various stations, would then be combined into one series. It was felt that this might be advisable in order not to over-burden any one station. The need for a good dramatic series was emphasized.

5. Propaganda programs shall be accepted or rejected on their merits, and no set procedure established to either accept or reject such programs simply because of their type. The committee went on record as not being "afraid of government propaganda."

6. Holt is to write letters, reporting acceptance or rejection, to submitting stations after vote has been reported by chairman.

7. It was decided that program submission forms must be received by the committee before they will attempt to evaluate the program.

8. Decisions on programs of a timely nature will be made by Skornia, Holt and Hill, and will not be submitted to the Acceptance Committee.

9. The committee agreed that timing of shows is of the utmost importance and that submitting stations should be constantly urged to "tailor" their shows properly.

10. It was agreed that one minor change should be made in the submission form, i.e., a place to indicate what brand of recorder was used in recording the program.

11. It was agreed that it would not be feasible to establish absolute standards of acceptance, because it is better to judge each series on its own merits.

The committee then voted on programs on which definite decision was still lacking:

1. The following programs were approved for network distribution:
AIR TRAINING (Air Force program)
ARCHITECTURE (KPFA)
FINGERPRINTS OF MUSIC (WUOM)
SPENCER SNOW SINGS (KWAX)
TOWARD A MORE FRIENDLY WORLD (American Friends Service Committee)
WINDOWS ON THE WORLD (British Information Service)

2. The following programs were rejected:
ON THE DEATH OF MAJOR ARMSTRONG (WGBH)
LA CHAINNE (WNYC)
FAMILY LIVING (WILL)
AMERICAN FAMILY TODAY (WKAR)
GASTRONOMY (KPFA)
DEPARTMENT OF JUSTICE (WGFM)
EVERYBODY'S CHEMISTRY (WFUV)
PRO MUSICA (WNYC)
WASHINGTON BACKGROUND (George Washington U.)
MEET THE COMPOSER (KPFA)

3. Holt is to write letters to those submitting the above programs, informing them of the action taken by the committee.

9-2-54

NAEB NETWORK

PROGRAM OFFERING PROGRAM OFFERING

FALL '54 BBC OFFERINGS

Attached please find a list of the programs to be offered to NAEB Network stations by the British Broadcasting Corporation for broadcast during the Fall of 1954.

As with previous BBC series, these programs will be distributed from the BBC New York Office on a bicycle network set up from the acceptances and orders sent in. The tapes will be sent out in weekly packages. The first station will receive the tapes from the BBC and pass them on to the second station on the "leg," and so on. The last station will send the tapes back to the BBC.

DO NOT SEND ANY BBC TAPES BACK TO HEADQUARTERS.

Please fill out the order blank below. Return it to NETWORK HDQ. by 5 p.m. Friday, September 17, 1954.

Copies of the "legs" will be mailed to you as soon as they are made out.

Let me stress the importance of a prompt order. Late-comers will be placed at the end of the "leg."

These new Fall '54 BBC programs will reach the first station in each "leg" in time for broadcast eh week of October 17, 1954.

Again please note that the tapes from this new BBC offering will be handled exclusively by the BBC, 630 Fifth Ave., New York City. Do not send any BBC tapes to Headquarters.

* *

NAEB NETWORK

ORDER FORM ORDER FORM

FALL '54 BBC OFFERINGS

STATION_____ WISHES TO ORDER THE NEW FALL '54 BBC SERIES. WE UNDERSTAND THAT THE SERIES IS TO BE DISTRIBUTED ON A PRE-ARRANGED "LEG." WE FURTHER UNDERSTAND THAT THE LAST STATION ON EACH LEG IS TO RETURN THE TAPES TO The British Broadcasting Corp.
630 Fifth Avenue
New York 20, N.Y.

NAME _____

POSITION _____

DATE _____

PLEASE RETURN THIS ORDER FORM TO NETWORK HDQ. By 5 P.M. DST., SEPT. 17, 1954

PROGRAM OFFERING

FALL '54 BBC OFFERINGS
(To be distributed by the BBC)

NOTE: THE BBC HAS ARRANGED THIS SERIES OF 13 PROGRAMS SO THAT EACH WEEK'S OFFERING IS EITHER 1:30 HR. OR 2:00 HRS. IN LENGTH. THE TWO SHOWS WHICH ARE RECORDED IN TWO PARTS, WILL BE DUBBED IN TWO PARTS, SO THAT YOUR STATION CAN SCHEDULE THE TWO PARTS SIMULTANEOUSLY OR PUT THE PARTS ON DIFFERENT DAYS.

OFFERING NO.

1. THE STORY OF EUGENE ONEGIN—The "novel in verse" by Alexander Pushkin, translated by Babette Deutsh, freely dramatized for radio and produced by Wilfrid Grantham. Music composed and conducted by John Hotchkis. (73'14")
PORTRAITS FROM MEMORY— "D.H. Lawrence"—Bertrand Russell gives some recollections of D.H. Lawrence. (13' 22")

2. THE SPANISH TRAGEDY PART I (57'00") PART II (58'37")
The first radio presentation of this play by the Elizabethan dramatist Thomas Kyd, with incidental music composed and conducted by John Hotchkis. Cast includes: Cecil Trouncer, Barbara Couper, Carleton Hobbs, and Ralph Truman.

3. FIRST PERSON SINGULAR—A comedy by Lewis Grant Wallace, abridged and adapted for broadcasting by the producer, William Hughes. (58'34")
MODERN POETRY: WHAT IS 'MODERN POETRY?— The first of a series of four talks by C. Day Lewis in which the Professor of Poetry at Oxford, himself a distinguished poet, examines the scope and problems of modern poetry. (29'00)
LANDMARKS OF LONDON: THE TOWER—Hugh Ross Williamson, the historian and dramatist, acts as guide and storyteller, using dramatic insets, musical excerpts, and poems to illustrate the program. (30'00 approx.)

4. THE "AGAMEMNON" OF AESCHYLUS—Starring Catherine Lacey, the program is arranged and produced by Raymond Raikes from the well known translation by Louis MacNeice. (82'06")
MODERN POETRY #2—By C. Day Lewis (30'00" approx.)

5. A BLAZE OF ROSES—A radio play adapted from his own novel by Elleston Trevor. (59'06")
MODERN POETRY #3—By C. Day Lewis (30'00"approx.)
THE STORY OF WILLIAM BOOTH—A radio biography of William Booth, founder of the salvation Army. The words of Booth are spoken by Will Kings. (28'40")

6. WHERE NO WOUNDS WERE —Marius Goring and Mark Dignam star in this drama which was dramatized and produced by Louis MacNeice. (57'49")
MODERN POETRY #4— By C. Day Lewis (30'00" approx.)
WHITE ANTS—Nesta Pain, the author of many delightful programs on animals and insects, examines the strange life of the white ants. (28'45")

7. THE BURNING SECRET—A play for broadcasting by Alan Jenkins, based on the short story by Stefan Sweig. (57'30")
PORTRAITS FROM MEMORY: "Alfred North Whitehead"—By Bertrand Russell (13'00")
HIS BROTHER'S KEEPER—A dramatization by Lionel Brown of the short story by W.W. Jacobs. In this essay of the macabre, John Wyse plays the part of the murderer who was betrayed by a dream. (28'00")

8. IVANOV By Chekhov — John Gielgud and Irene Worth star in this adaptation of Chekhov's play. (1hr. 55'56")

9. RENDEZVOUS IN CRETE--Nigel Patrick with Howard Marion-Crawford star in this program which is based largely on the book "I Met by Moonlight by W. Stanley Moss. (56'23")
PORTRAITS FROM MEMORY: "Joseph Conrad" (12'52")
THE PRIVATE VIEW--The program revolves around the deception that a wife and daughter were forced to play upon the blind art-lover who was so dear to them. (28'47")

10. HELEN by Euripides--Sonia Dresdel and Howard Marion-Crawford in the first radio production of "Helen." The new translation of the play by Philip Vellacott is adapted and produced by Raymond Raikes, with music composed by John Hotchkis.(73'58")
PORTRAITS FROM MEMORY: "H. G. Wells" (12'00")
MR. X.--The tale of the remarkable change in mousey little George Tapping that was brought about when the mysterious Mr. X. came into his life. (28'45")

11. DRAMA AT INISH--The play, set in a small Irish seaside resort, follows with satirical comedy the effects that "higher drama" has on the inhabitants of Inish." (57'23")
PORTRAITS FROM MEMORY: "Bernard Shaw" (13'05")
DISCUSSION: "Differences Between British and American Education" (30'00" approx.)
Speakers:
Dr. George D. Stoddard, Former President of the University of Illinois, UNESCO Commissioner, and a member of the Institute for International Education
Dr. John Macmurray, Professor of Moral Philosophy at the Univ. of Edinburgh
Dr. B. Ifor Evans, Provost at the University College, London
Chairman: Rooney Pelletier

12. THE SUMMONING OF EVERYMAN--A NEW PRODUCTION (58'15")
PORTRAITS FROM MEMORY: "George Santayana" (13'32")
DISCUSSION: "Why Study Abroad?" (30'00" approx.)
Speakers:
Dr. Christian O. Arndt, Professor of International Educational Relations at NYU
Miss Agnes Cope, Instructor in Physical Educational at Lakewood High School, Cleveland, Ohio
Mr. C. W. Dixon, at the Institute of Education, University of London--Deputy Secretary of the Institute.
Chairman: Rooney Pelletier.

13. ANTONY AND CLEOPATRA PART I (58'58") PART II (82'53")
Michael Redgrave as Antony and Peggy Ashcroft as Cleopatra in the Shakespeare Memorial Theatre Company's presentation. "The music, which was composed for the stage production by Anthony Hopkins, is played by the Shakespeare Memorial Theatre Orchestra, director Harold Ingram.

SUB-COMMITTEE REPORT
OF NAEB RADIO PROGRAM PLANNING MEETING
DEL PRADO HOTEL, CHICAGO
DECEMBER 3, 1955

TO: Frank Schooley
Harry Skornia (multiple copies)
Harold Hill
John Holt
Waldo Abbott
Members of the Sub-Committee

FROM: Kenneth D. Wright, Sub-Committee Chairman

SUBJECT: Report and Recommendations of Network Program Planning Sub-Committee.

Committee members present:
Lee Eitgen
Dick Vogl
Kenneth Wright
Harry Skornia, consultant

Committee member absent:
Barnard Buck

This report will be informal, concise, but not brief. Any formal report desired will be written from this material upon request. We think of this report as going to the above only; it is not written for any other purpose and should be polished if intended for any other distribution.

Thus, the peroration. From here on, my remarks will be taken from notes of the one day meeting prepared by Dick Vogl and from actions that I have taken since the meeting at the group's suggestion. To orient you: we concentrated on three general topics; (1) a review of past and present net programming, (2) a discussion of 15 to 20 program ideas that seemed to offer network quality content, and (3) from these ideas, a discussion of three series to be recommended for large budget production, a la Ways of Mankind.

REVIEW OF NETWORK PROGRAMMING

Long history of groups like this one meeting to discuss network programming needs and how to fill them. Many good things have been done by individuals, but less by organized committee. Skornia reported on one such meeting, held in Washington on two August days, 1953, which served as a guide to present group. At the 1953 meeting were George Probst, Frank Schooley, Parker Wheatley, and Graydon Ausmus. The group outlined very sketchily some 20 areas for series; some were ultimately produced, most were not. We used some of this material as a starter for our "network needs--revisited" meeting of 1955.

Skornia reminded us of a letter from him to Bob Hudson of November 17, 1954, copies of which all of us had earlier, which further mentioned many program series ideas from various people. We used these, too, in our final deliberations.

Somewhat less ancient was a memo from Skornia to the Grants, School, and Program Planning Committees, members of the NAEB Board, and to Dr. H. K. Newburn of the Educational Television and Radio Center, dated February 2, 1955.

This concerned areas for which grants-in-aid might be given, the thought being to strive for some unity and direction out of the rather heterogeneous grant proposals. Six general program areas were listed--Roots of American Culture, The Good Life, The Great Ideas, America and the World, The State of the World, and The Fight for a Lifetime. Several dozen more specific subject areas with no over-all pattern were discussed briefly. All of these ideas were considered in the final decision recommending a distinctive series.

Skornia offered as background the following information on the grants-in-aid program:

1952, the first year, 9 grants were made; 4 good series resulted
1953, second year, 8 grants produced 3 good series
1954, third year, 9 grants were made; all series fairly good to excellent
1955, fourth year, 9 grants, with results yet to come in

Skornia concluded with some comments from John Holt; to wit, a recommendation for a unified objective to integrate the work of the Program Planning, Acceptance, and Grants Committees. He thought perhaps a Liaison Committee might be necessary, with representation of the three mentioned groups, as well as a member from the School, Engineering, International, and Public Relations Committees. Holt also stated that the offering for the Winter of 1956 will amount to 8½ hours per week of non-school programming. This includes only three series from NAEB members for which no grants were given. Holt points out, via Skornia, that the only open area of programming is material submitted by member stations from their own resources. We can use more of this material apparently, whereby the grants-in-aid programs and outside sources are pretty well explored. Skornia proposes that the separate in-school package be dropped, and that a single general package be offered up to 15 hours per week with members selecting about 10 hours of material best suited to their needs. In-school programs would be included, of course, as part of the general package.

The above material served the committee well as background, and in the section on comments, I will give the committee's views on some of the ideas.

PROGRAM IDEAS

Following are the specific program series ideas which were discussed at length by the Sub-Committee.

Skornia presented in detail a proposal prepared in November, 1953 on Gerontology. The plan was for 13 half hour programs with top professional production on a budget of something like $125,000. This proposal was used extensively in our final work on this series.

Skornia submitted an idea that had come to him on a series called The Living Document which would utilize the almost unending resources of the nation's museums, libraries, universities, government archives, and many other units to produce a continuous and progressive development of history. Subjects would include such things as folklore, transportation, Lincolniana, natural resources, and research would be done on one subject in all of the available places to fairly well exhaust the subject. Various series, of course, could be produced over a period of 10 to 20 years or longer. The first series budget was estimated at $95,000.

Skornia reported on an idea called roughly Industrialization in America, which would explore what democratic capitalism means to us and would attempt

to interpret our mores, economic philosophies, political and social characteristics in terms of our industrialized society.

Skornia reported on a series called What Is A Good School? which would be an attempt to compare the basic concepts of schools; private, parochial, American versus European, progressive, traditional.

Finally, Skornia reported on a discussion with a Mr. Birch about a series on the three branches of U. S. government.

The seven de Tocqueville scripts were given much attention. All members present had read all or most of them and a lengthy discussion culminated in the decision that these programs did not warrant a "prestige" production budget. We realize that there is a considerable investment in the scripts, and it should be reclaimed by having the programs produced for network distribution on a small budget by one of the NAEB members. The Universities of Minnesota, North Carolina, and Wisconsin were suggested as possible producing agencies. A ceiling of $5000 was agreed upon as the price of production if possible. I proposed an idea that the committee accepted for future reference; to follow the de Tocqueville programs with a 20th Century de Tocqueville to comment on the America of today, following some of the paths taken by the original de Tocqueville. Alistair Cooke was mentioned as a possible central figure.

Paul Street of National Education Association has suggested a series tied in with the NEA Centennial of 1957. The theme would be "An Educated People Moves Freedom Forward", and the aim of the series would be to interpret the role of education in a democracy. This has been done, so the approach would have to be fresh and creative. The committee felt that the information in the proposal was too sketchy, and instructed me to write for further details. (Letter to Street attached.)

We discussed two current books that might be used as bases for two series. One is Weston LaBarre's The Human Animal on anthropological development, and the other is They Thought They Were Free by Milton Mayer, a study of the German citizen in a small town under the Nazis. It was the thought of the committee that the books would simply serve as a catalyst to get such series underway with other research to be used. No action was taken on these ideas.

From Glenn Starlin came the proposal to use Dr. Castell on one or more series on these subjects: (1) From Puritanism to Pragmatism, tracings of American thought, (2) a program dealing with great crises in the history of thought, (3) Every Man His Own Moralist, dealing with elementary ethics, and (4) Education in Modern Society. Also Starlin suggests that Dr. Castell might be willing to resume two former series, Invitation to Read and Window on the Ivory Tower. The committee reacted very favorably to all suggestions, but expressed preference for the programs in the order listed above. I was instructed to write Starlin an affirmative answer. (Letter to Starlin attached.)

James A. Sweet of the Library of Congress proposed the Library weekly chamber music concerts, complete with 15 minute book reviews during intermission. The usual network duplicating troubles with music discouraged the committee from recommending this, but the thought was that member stations might like to get the tapes direct from WGMS, Washington, for a small fee. Bernie Buck sent word that he had used these tapes, and found the music excellent but the reviews dull. I was instructed to inquire of Mr. Sweet if the tapes are still available for individual stations. (Letter to Sweet attached.)

Earl Wynn has suggested a series called American Accents, 13 half hours of documentary reporting, partly by long distance phone and conference calls. Some of the ideas to be developed would be "The Meaning of Treason in our Day," "Freedom from the Press," "Is There a Place for Women in Government?" and others of similar contemporary interest. The committee thought that the idea was good, but was concerned over lack of unity in the various programs of the series, and over possible mechanical difficulties. I was asked to write Wynn about these matters. (Letter to Wynn attached.)

Another much-discussed program was again discussed; the matter of the Air Force meteorology series. The committee was skeptical of format and some of the titles seemed heavily oriented toward military use only. I was instructed to write Lt. Spears of our decision and to request further information. (Letter to Spears attached.)

Dr. John R. Kirk of the University of Chicago proposed a series in mid-1954 and nothing has been done to our knowledge. I brought it up, we discussed it, and thought it had some good possibilities. I was asked to write Dr. Kirk to see if his interest is still high enough to get an audition tape. The series would be called The Search for Certainty, and would be a history of philosophical thought on the nature of truth and certainty. (Letter to Kirk attached.)

Bernie Buck had written Skornia in mid-summer of this year about the Antioch College Shakespeare plays each summer, and suggested that these people might do a radio series for us. I have seen 5 of the Antioch plays and added an enthusiastic word. But the material from Bernie has been lost; I was instructed to write him for copies of it to be sent directly to Harry. Siegel wrote me that Bernie will write as soon as he returns from vacation. (Letter to Buck attached.)

All of these programs were discussed as potential big budget series with television, publishing, foreign translation, discussion guides, and other possibilities. The committee finally decided upon three separate series to be recommended for large scale production, and the rest wound up in the category of good ideas for the network, but in the opinion of those present, not of sufficient stature for various reasons to warrant large budget treatment.

LARGE BUDGET PRESTIGE SERIES

Out of the stimulation of the foregoing discussions, a pattern of group thinking finally began to appear. The committee members constantly kept returning to the theme of people in this society in this time and under the stress of this economy. We finally made a list of eight programs from which we decided to pinpoint three series as the final recommendation. The semi-finalists were:

Some variant of the idea of Aging Successfully, a gerontology series
The Living Document
What Industrialization Means to America
Some aspect of mental health
Three branches of U. S. government
The de Tocqueville scripts
Some phase of anthropology
American Accents

During the discussion that followed the compilation of this list, the theme of man in modern society became stronger and the emphasis became clearly focused on this idea. From this thinking came the final decision that several series could be done on the problems of an industrialized nation. The committee finally decided upon three series which would be distinctly different but would be interrelated because of the common basis of the problems explored in each. We realize that several dozen other series could have similar relationships, and it is hoped that further series will be produced if the idea is worth expanding. The three series recommended are:

1. Industrialization in the U. S.--its impact, meaning, effect
2. Mental Health--importance as a problem, what modern society contributes to breakdowns, progress, understanding, etc.
3. ~~Democracy~~--a series already well outlined by Skornia; outline is available from him

In the section on recommendations, more details are spelled out. All of us fully realize that these three series, while excellent possibilities, are perhaps no more exciting in potential than dozens of other proposals. But this group has decided that these areas offer the best opportunity for large scale exploitation.

COMMITTEE RECOMMENDATIONS

This committee is aware of the possibility that the following recommendations, arrived at through a very long day of deliberation on time which all of us could have used at home and on money which the NAEB could use elsewhere, may be tossed out. These are specific proposals, and represent the best thinking we could apply in such a woefully short period of time. We would like to have the recommendations accepted, of course, but can understand that they may not be entirely acceptable. But if for any reason they are ignored or changed by someone else after this report is in, we will insist on knowing who changed or discarded them and why. I firmly believe that Skornia, Eitner, Vogl, and Wright realize that programming a network and choosing a series for large scale production are jobs of great difficulty for a committee of people to do in one day. But we were asked to do so; we expect our findings to be taken seriously.

(Whew! that's an Yuletide type tirade.) Anyway, here are the recommendations:

The committee proposes that the Board of the NAEB or the proper officials submit the following ideas in the following order of preference for consideration by the Educational Television and Radio Center for a large budget series:

(1) What Industrialization Means to America, or this idea under any title. We need to appreciate fully the merits and the disturbances of the highly industrialized economy of our time. What has happened to the home, to travel, to schools, to youth, to old people, to art, to government because of industrialization? We suggest 10 to 13 programs of flexible length and format to be determined, of course, by the producers.

Harry and Bonaro Overstreet are suggested as possible writers for the series. No proposal is made for producing agency, specialists for research, publishing and television aspects, motion picture possibilities, etc. This work is far too important to discuss in a one day meeting. Once the area is chosen, then a select group should meet for such detailed recommendations.

(2) Mental Health, or more specifically some phase of it. Much is being done in this field, so the series would require much research and thought in order to avoid being nothing. We suggest 10 to 13 programs with flexible length and format; again to be left to producers.

The content must be determined by such people as Menninger, Grinker, Brazen.

(3) Gerontology, some phase or phases of it; to be worked out along lines previously prepared by Skornia. The committee felt that the work already done on this should be utilized. Some detail is available, but much more would be needed. Writers mentioned were Leo Rosten, Erik Barnouw, and Morton Wishengrad.

In this recommendation, the committee is unhappily aware that it has not been as specific as requested by President Schooley on the matters of writers, producers, production units, budgets, source material, consultants, and secondary uses. Sorry, but one day won't do it. We have tried to boil down all ideas to three; now we can move ahead with these details after sufficient exploratory work has been done by people with past experience in hiring producers, etc. It is recommended that three steps be taken by headquarters at once:

(1) decide whether these ideas, or one of them, can be used for a series

(2) farm out to experienced individuals the jobs of finding out who the experts are in these fields, good producing agencies and what they cost, good writers available, possible secondary uses, and the other things we need to know

(3) channel these reports through me and the committee or through someone at headquarters for sifting out and condensing for presentation to the Center. It is possible that the Center does not need so much detail; its personnel is equipped to determine many of these things with little effort. If this is true, perhaps we have enough in this report to start the Center out on a series.

Other recommendations:

The committee felt that Holt's comments on an integrated effort by various committees concerned with programming were well made, and so recommend that Schooley study the possibility of an integration between Program Planning, Acceptance, Grants, School, Engineering, International, and Public Relations. No details for this merger are suggested.

The committee further recommends that every effort be made by headquarters through the Newsletter to encourage member stations to submit programs for the net without waiting for grants or for someone to discover their light under the firkin. We should emphasize to the membership that acceptance of a program is really a more significant award than many of those we try for each year. Of course, grants should be given for outstanding potential productions, but some modest ones may be top network quality without any outside financial help.

The committee is not on record as a group on this idea, but Skornia proposes that the net issue a single general package, including school programs, of some 15 hours per week of which the members would select about 10 hours best suited to their needs. This would eliminate the in-school package as a separate unit.

eventually look toward

(not possible now)

FINAL COMMENTS

I submitted a long tentative agenda to the personnel of this meeting prior to convening time. Many of the points were covered, of course, but not all of them. The meeting accomplished a fair amount of work in the area of planning for network program series, at least much will have been done after the follow-ups are made and I promise to make them. But nothing was done to solve one large and formidable problem. We still have three or four committees or sub-committees dealing with program planning, and several individuals at headquarters. Perhaps the recommendation above for integration will solve the problem, but I'm skeptical. Could Schooley or the Board work out specific procedures so that one group has final authority to make commitments for program submissions, and some other group complete authority for acceptance or rejection, and all other groups channel their efforts through these two?

The committee was non-committal on the following, but I want to mention again the thought that someone at headquarters should be named Network Program Manager with authority to work very closely with the various committees, and strive to keep the paths straight and clear. This has been discussed with Schooley and Skornia who pointed out the difficulties of this; these may be insurmountable in the present situation.

Submitted for the Sub-Committee
on Network Radio Program Planning,
plus Dr. Skornia as consultant;
December 28, 1955

Kenneth D. Wright

Kenneth D. Wright, Chairman

December 21, 1955

Mr. James S. Sweet
The Library of Congress
Washington, D. C.

Dear Sir:

Your letter of May 1, 1954 which you may have difficulty in recalling after such a long time, was the basis for a discussion recently of your chamber concerts and intermission reviews. We had not forgotten you, you see, but rather were bogged down in the somewhat usual committee confusion.

At any rate, the NAEB Program Planning Sub-Committee met in Chicago on December 3 and discussed, among many other programs, the Library of Congress proposal. The group felt that many member stations might like to avail themselves of the opportunity for such fine music and discussion by getting the tapes directly from WGMS. Because of scheduling and reproduction problems, however, the committee did not feel that this is a proper time to think about putting the programs on the tape network schedule.

I would like to notify the entire membership through our Newsletter of the availability of the tapes from WGMS if you would be patient enough with us to write again after all this time to let me know if the series is still available. Would you consider doing that; I'm sure many stations would be delighted to carry the music and/or the book reviews?

Sincerely,

Kenneth D. Wright
Chairman, Sub-Committee on
Network Radio Program Planning

KDW:ss

December 21, 1955

Richard L. Spears
2nd Lt. USAF
Chief, Radio-TV Branch
Air Weather Service
MATS
U.S. Air Force
Washington, D. C.

Dear Sir:

I am in receipt of several pieces of correspondence between you and NAEB people concerning a possible series on the weather. I discussed this with Dr. Skornia and members of the network sub-committee on program planning on December 3 in Chicago.

We have no doubt of the value and general interest of the topic, but the group had some reservations about certain units in the 13 week outline you gave us. Specifically, the committee was apprehensive of (1) picking up classroom lectures, (2) certain titles heavily oriented toward military use and possibly not of general interest. Of the latter, it seemed that Programs 1, 7, 11, and 12 might be of less interest to civilian listeners.

All of us, of course, fully realize that you can likely defend these matters quite adequately, and that you would be willing to submit a sample program. I strongly suggest that you do this, sending such tape to me or to Dr. Harry Skornia at NAEB headquarters. I will see that it gets to the sub-committees on planning and on acceptance without delay.

Many thanks for submitting the idea to us; it certainly has genuine merit and I hope the series can be broadcast on the network.

Sincerely,

Kenneth D. Wright
Director of Broadcasting
Chairman, Sub-Committee on
Network Radio Program Planning

KDW:ss

December 21, 1955

Mr. Earl Wynn
Communications Center
The University of North Carolina
Chapel Hill, North Carolina

Dear Earl:

Harry Skornia and my planning sub-committee met in Chicago on December 3, just a day or so after I received a copy of your letter to Harry about the "American Accents" show. I presented the idea to them, of course, and the response was generally favorable.

We are not recommending as a committee that the program be one of the first three selected for consideration as a prestige series; we really have too little information for that. But the group certainly thought that the idea was worth a grant if it could be worked out. There was some concern over two things; what seemed to us from your necessarily sketchy outline a lack of unity and central purpose for the entire series, and some doubt about the mechanical problems involved in long distance pick-ups. I'm sure you can answer these objections without any trouble. Otherwise, the idea seemed an exciting one to Skornia, Eitzen, Vogl, and me.

You'll be interested in knowing that the three areas which we are recommending for a prestige treatment are (1) "What Industrialization Means to America", (2) some aspect of mental health, and (3) Geriatrics. We feel that all three are related to the general confusion of our time and our adding machine society, and therefore each series is somewhat connected with the other two.

I hope that you can work out detailed plans of the "Accents" idea, and submit them for a grant to the Center. You can do this through me, if you like, or through NAEB headquarters.

Sincerely,

Kenneth D. Wright
Director of Broadcasting

KDW:ss

December 13, 1955

Mr. Bernard Buck
Station WNYC
Municipal Building
New York 7, New York

Dear Bernie:

Are you back on the ground again? Anyway, you'll get this sometime when the clouds dispel. Our Chicago meeting was pretty successful, I think, and I'll send you complete records of it within a few weeks.

Meantime, perhaps you can help us. You wrote me originally about the possibility of some Shakespeare from Antioch College and I talked to the committee about this. I have seen five antioch productions while summering at Ohio State, and can vouch for their merit. But somehow the material on it at National Headquarters of the NAEB, if indeed they ever had any, has been lost. Could you tell us how to get more, or send same to me if you happen to have anything? Perhaps there never was anything, but I get the impression that some sort of proposal has been received and lost. We'd like to look into it further for next summer, so need to get started at once.

Good holidays to you.

Sincerely,

Kenneth D. Wright
Director of Broadcasting

KDW:ss

December 21, 1955

Mr. Glenn Starlin
Station KWAX
University of Oregon
Eugene, Oregon

Dear Mr. Starlin:

What can I write to you after a wash of time from April of '54 to December of '55 that will convince you that you ought to consider what I am about to propose? My only hope is that you will understand how things can be delayed in committee.

My sub-committee on network program planning for radio met on December 3rd and unanimously declared that we should adopt as a number one project "getting Castell back on the net." I was authorized to write you and to urge you to consider asking Dr. Castell if he will do a series or two for us. We would like to have a series at once and we feel confident that the Acceptance Committee would look with favor upon it.

After a solid amount of discussion, the committee felt that we should request from you the series in the following order, looking ahead perhaps two years or so before we could hope to get them all. We thought we would like to have (1) From Puritanism to Pragmatism and the series you mentioned on crises in the history of thought as the two first choices, and (2) Every Man His Own Moralist as second choice. The group showed little interest in the suggested series on Education in the Modern World. But we thought that member stations would indeed like to have a resumption of Invitation to Read and Window in the Ivory Tower.

We all feel that it would be presumptuous to ask Dr. Castell for an audition tape, so skip it. Let me know as soon as you can what series you can provide, when, outlines, etc. and I'll carry it through to a decision - - I swear.

Sincerely,

Kenneth D. Wright
Director of Broadcasting

KDW:ss

December 21, 1954

Dr. John R. Kirk
4341 S. Oakenwald
Chicago 15, Illinois

Dear Dr. Kirk:

It always strikes me as a groping action to answer a letter received some eighteen months ago, and not sent to me in the first place. But your letter of May 28, 1954 came to me, in copy, shortly after you wrote it. I made some comments on your series and heard no more about it. This is an effort to revive your interest, which I believe must have flagged considerably by this time. At the time, I was a member of the Network Planning Committee; at present, I am Chairman of it and can assure you that any effort you make will lead to a definite decision and very shortly.

I was and still am very favorably impressed by the 13 units you propose. I discussed the entire series as much as possible with the brief notes I had with the committee on December 3. The reaction was quite good and I was authorized to write you. We would like to have a sample tape of one of the programs as soon as you can provide one! If you will send it directly to me, I will see that other members of the committee and the Committee on Acceptance hear it without delay.

I personally hope very much that you have not lost interest in doing the series for us or become otherwise engaged to the exclusion of time for such a project. We all understand how likely such things are after this lapse of time, but I want to make an attempt to work out the project with you. I hope to hear from you soon.

Sincerely,

Kenneth D. Wright
Chairman, Sub-Committee on
Radio Program Planning

KDW:ss

December 21, 1955

Mr. Paul Street
NEA Centennial
National Education Association
1201 Sixteenth Street, N. W.
Washington 6, D. C.

Dear Mr. Street:

I discussed your letter of November 21st with the network sub-committee on program planning on December 3 and was authorized to write the following observations.

We think that the goals and general ideas of your Centennial are excellent and all of could think of many ways in which the principles could be used in radio programs. I believe that the network needs a powerful, revealing series on American education past and present, and this Centennial may provide the springboard for such a series. We further feel that if a top notch plan could be well developed, some funds might be secured for the production costs.

We are not close enough, however, to the Centennial and to the whole problem of education's story to be able to envision what the series would contain. So we are calling on you for further details that you say you can provide. Please do not spend too much time on this, since we are merely exploring at this point. But some of your ideas about series content, advisory specialists, production centers, and even formats would be most helpful to us.

What do you think; can you provide us with some additional information so I can approach the network or other people with a more firm proposal? I appreciate your letter and hope to hear from you again soon.

Sincerely,

Kenneth D. Wright
Chairman, Sub-Committee on
Radio Program Planning

KDW:ss

1857

NEA Centennial 1957

NATIONAL EDUCATION ASSOCIATION, 1201 Sixteenth Street, N.W., Washington 6, D. C.

PAUL STREET
Director

CENTENNIAL CELEBRATION COMMISSION

Robert D. Bailey, Executive Secretary New Hampshire Education Association

Mrs. Rollin Brown, President National Congress of Parents and Teachers

Rufus E. Clement, President Atlanta University

Norman Cousins, Editor The Saturday Review

Harold Fellows, President National Association of Radio and TV Broadcasters

John H. Fischer, Superintendent of Schools Baltimore, Maryland

J. William Fulbright, US Senator from Arkansas

Willard E. Givens, Educational Consultant

Eric Johnston, President Motion Picture Association of America

Grayson Kirk, President Columbia University

Raymond Miller, Visiting Lecturer, Harvard Graduate School of Business

Walter P. Reuther, President Congress of Industrial Organizations

Helen Ryon, Field Assistant Illinois Education Association, *chairman*

Raymond Stites, Curator of Education National Gallery of Art

Mrs. Theodore Waller, Forum Director The New York Herald Tribune

Louise A. Walter, Teacher Topeka, Kansas

Allen H. Wetter, Superintendent of Schools Philadelphia, Pa.

Mrs. Nell Wilcoxen, Field Secretary Arizona Education Association

J. C. Wright, State Superintendent of Public Instruction, Iowa

William G. Carr, NEA Executive Secretary

J. Lester Buford, NEA President

January 17, 1956

Mr. F. E. Schooley, President
National Association of Educational Broadcasters
14 Gregory Hall
Urbana, Illinois

Dear Mr. Schooley:

I have talked to Belmont Farley and he says he will be glad to talk over the possibilities of the program suggested in Ken Wright's letter with you when he sees you in Ann Arbor this week. He has many ideas himself and I am providing him a memo of some which I have.

I certainly hope that NAEB will join us in this project. Call on me for any help I can give.

Sincerely,

Paul Street

Paul Street, Director
NEA Centennial Celebration

PS:ls

114 Gregory Hall
Urbana, Illinois

January 12, 1956

Mr. Paul Street
National Education Association
1201 Sixteenth Street, N. W.
Washington, D. C.

Dear Mr. Street:

I note Ken Wright's letter to you of January 10. It occurs to me that Belmont and I might discuss the possibilities when we meet in Ann Arbor next week. I assume he will be present for the JCET meeting.

If the suggestion has some merit, why don't you send along some of your ideas and we will confer?

Sincerely yours,

F. E. Schooley
President

FES:cu

THE UNIVERSITY OF TENNESSEE
DIVISION OF UNIVERSITY EXTENSION
BOX 8540, UNIVERSITY STATION
KNOXVILLE

COPY

January 10, 1956

Mr. Paul Street
National Education Association
1201 Sixteenth Street, N. W.
Washington, D. C.

Dear Mr. Street:

I was pleased to talk with you on the telephone the other day, and gratified at your obvious deep interest in doing a series for the NAEB. After checking several sources, however, I find that it does not seem advisable for me to visit Washington this month or next for a session with you.

In the first place, I must say that the NAEB Program Planning Committee has not shown enough interest thus far to warrant going into the matter too deeply just yet. I personally feel, as I told you, that we should have a series in 1957 on the NEA and the theme of your Centennial, and I think the Committee will go along with that. But during the next three months, we will be entirely engrossed in trying to promote a series on industrialization in America with the Educational Television and Radio Center. May I suggest, then, that perhaps we can get together in the middle of March or early April when the press of work will be lessened?

I realize that you and Dr. Farley want to plan many months ahead and must, indeed, do this in order to get your job done, so I hope this three month delay will not be fatal. I might suggest that if Frank Schooley or Dr. Harry Skornia should be in Washington on other business, you might be able to talk with either or both of them about this before we go over it in more detail. I will send them a copy of this letter with a note giving the background, hoping that one of them will contact you if occasion takes them to Washington before March.

I hope your proposal that I come to Washington will still be active in mid-March, since I would very much like to come. Thank you again for calling me.

Sincerely,

Kenneth D. Wright
Director of Broadcasting

KDW:ss

cc: Frank Schooley
Dr. Harry Skornia

WUOT
13 AYRES HALL
UNIVERSITY OF TENNESSEE
KNOXVILLE, TENN.

THE UNIVERSITY OF TENNESSEE
DIVISION OF UNIVERSITY EXTENSION
BOX 8450, UNIVERSITY STATION
KNOXVILLE

RADIO AND TELEVISION SERVICES
RADIO STATION WUOT

JAN 12

January 10, 1956

Dear Frank:

The enclosed copy will give you an idea of what I want by sending it to you. Paul Street invited me to come to Washington to discuss a possible NAEB series but I can't go now. If you or Harry should be in Washington and had a few minutes, you might call him at NEA offices and talk with him. If you aren't able to do this by March or April, and they still want me to come, I'll fly up there for a day and talk with them.

Hope things are perking well; let me know if you want my group to do anything further re: my report.

Regards,

Ken Wright

NAEB

RADIO PROGRAM REPORT

NO 6. FEB. 1956

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

14 Gregory Hall Urbana, Illinois Phone 7-6611, Ext. 3394

First an appeal to all members who believe in radio, and who do anything about it like producing programs for it, to send me some ideas. Right now as you read this, make a note or call someone and ask them to send me an idea from your station for the next issue: Kenneth Wright, Ayres 14, The University of Tennessee, Knoxville, Tennessee. This goes for everyone and goes without saying to Messrs. Eitzen, Buck, and Vogl of the Planning Sub-Committee.

Second, a capsule lecture. It is more important to you as a station and more rewarding to you to have a program on the NAEB network than it is to win a few assorted national or state awards. Yet many of us submit entries in competition that we never submit to our own network. I feel sure there are many programs being produced locally that could be used on the net; news backgrounding, literature, book reviews, discussions, documentary or actuality programs, and perhaps others. John Holt tells me that we need more programs from member stations beyond those provided through the Grant-in-Aid program. Keep on submitting ideas for grants, but could you consider letting us have some series for which grants were not allowed or which you did not submit for a grant? There are plenty of areas of contemporary life and need that are not being explored on the network shows at present; stir up the lobes and let's see what we can get.

No specific program idea as such this week since we're out of material to steal from and thought this space could be better used to argue with you about the above. Quit hiding your light; we need some of it.

--Ken Wright, WUOT

RADIO PROGRAMMING IN THE FACE OF TV

Dick Vogl, Program Director, WOI

(The following is an abbreviated version of his talk.)

Basic program-production staffs at WOI are separate. We feel this is the best way to overcome the TV GIANT and preserve our 31-year investment in radio. Radio staff inaugurated a campaign to STAMP OUT TV. This was unsuccessful. TV at the outset, at least, has too much glamour for that. People watch it as long as something wiggles. It has the attraction of a child's new toy. Newspapers give it all kinds of free publicity...the fact that the "story" is about TV makes it "news."

Radio programming within this framework becomes critical. We make it a point (within practical limitations) to offer alternate programs...the old idea which many educational radio stations have used successfully against commercial radio. We try to program a strong "culture" show on radio across from a weak "entertainment" feature on TV.

We let the TV audience know what's offered on radio. Whenever possible we insert a radio promotion spot, calling attention to a specific radio show, on TV ahead of the low-grade television program. For instance: "Tonight 'Ways of Mankind' tells the story of THE BORROWED WIFE over WOI-FM. This program can be heard at 8 o'clock." (This is a pitch for the disgruntled TV audience who would turn the set off at 8 o'clock rather than watch a whodunit.) Similarly, we offer classical music nightly from 0 p.m. to 11 p.m., across from wrestling, boxing, several poor dramatic shows, etc.

We can follow the foregoing practice because we operate both the radio and the TV station. Local conditions will dictate variations on this plan. We continue to capitalize on good music. So far TV has failed to come up with anything that can compete with classical music.

We try to offer GOOD radio drama. Recent RCA announcement that Old Vic is recording all the Shakespeare tragedies on LP is good news for educational radio. Shakespeare lends himself admirably to radio...his sets were limited...his lines told the story. Shakespeare is 85% reading, 15% setting. We continue to promote radio news. We feel radio can do a better job of it that TV...more completely...more quickly....TV news is limited to "All the news that fits our film!" Radio has no such limitations.

Educational radio, "Radio With a Purpose," can compete with TV better than commercial "entertainment" radio. Puck (a comic weekly) recently announced results of survey on impact of TV in major metropolitan market. Two pro-radio results: (1) Radio listening in TV homes is higher among better-educated than among less educated homes, and (2) After two years of TV, a Radio-TV home begins to come back sharply to nighttime radio listening.

Note how network radio is meeting the TV challenge. More drama, more documentary, more experimentation...the sort of thing NAEB has been doing for years! This means greater competition for educational radio, but it also means more people will become awakened to the value of high-class programming.

As given at 1953 National Convention
Norman, Oklahoma
October 31, 1953

PRESENT TRENDS IN RADIO PROGRAMMING AND THEIR PORTENT

by Northrop Dawson, KUOM, University of Minnesota

If you've been following the trade journals in the past year or so, you're probably noticed a surprising trend. Radio, which many expected would take a back seat with the advent of Television, appears to be booming.

A lead article in Broadcasting Magazine last August reported a survey by Radio-Electronics TV Manufacturers Association, showing that....

1) In the 7½ years since World War II, U.S. radio production passed 110 million sets---more than the number manufactured in the preceding 21 years.
2) And for each of the past 9 months, production of radios has topped that of the same month the year before---and has doubled the output of TV sets.

In June, John Blair and Company---a national station representative organization ---published the result of a survey they made in 12 major cities---all of which were mature television markets---where TV was well established.

They survey knocked the spots out of the earlier prediction that, once television became established, radio would be pretty much a daytime-only medium. The Blair study revealed that more people were listening to their radios between 6 and 9 at night than were listening between 6 and 9 in the morning.

Last week Variety reported that New York City radio stations are piling up their biggest revenues in years, with waiting lists for class "A" time. So let's label this "Trend Number One"---it looks as though radio is here to stay, possible even bigger and better than ever. We need no longer be afraid that television is going to put radio comparatively out of business.

* * * * * * * * * * *

Now for "Trend Number Two"---and this one is even more to the point. Have you been listening to network radio lately? To be sure, there's still a lot of the same old stuff---Ma Perkins is still perking, Life Can Still Be Beautiful, and Carleton Morse even has a soap opera at night now....

But as I listen at random, I'm more and more frequently surprised at what I hear...

For example, there's an ABC network series called "Heritage"---a program which traces the development of Western civiliztion since the Renaissance. Another ABC series last summer featured contemporary poets reading and interpreting their poetry. Have you heard CBS series with the deceiving name of "Crime Classics"? Granted, it deals with crime, but take a listen sometime. You might hear, for instance, the story of how Nero attempted to kill his mother, Agrippina, told with mature, subtle dialogue, top drawer production, elegant performance, and a lot of fascinating and accurate historical detail.

In short, "Trend Number Two." It's becoming increasingly evident that the network radio boys are raising their sights. There is a very evident trend toward better quality, higher standards, and more interest in what you could loosely call "educational and cultural" radio material than there's been since the days when CBS, thanks to Bob Hudson, was regularly broadcasting educational and cultural programs of a high order.

* * * * * * * * * * *

Now I'm not enough of a research specialist to analyze why, against most earlier predictions, radio is showing such an amazing vitality in the face of television. Maybe Dallas Smythe will do us a survey on that one of these days. I frankly would never have predicted "Trend Number Two"---the fact that radio is booming.

But on"Trend Number Two"---the evident raising of standards in radio---I'm going to stick my neck out. I think it quite likely stems from two possible causes.

First, it's quite evident that Television has had a paradoxical effect on both movies and radio. Movies, if you follow them at all, are better than ever---more mature, more tasteful, more and more appealing to a discriminating, intelligent, adult audience. And we've already noted the same trend in radio.

Without any figures or charts to back me up---and this, anyway, is something that can't be measured statistically---I'd say that Television has put its major emphasis on the mass audience. Correspondingly, the other media have had to appeal to a more discriminating mature audience and are finding it profitable.

As for the second cause, here I could really be sticking my neck out, so I'll put it in the form of a question....

But isn't it just possible that the networks have been eyeing the educational broadcasters a little more closely than they would ever admit?

Ten years ago, we, the educational broadcasters, were figuratively patted on the head and then pretty much ignored---certainly not to be taken seriously. Since World War II, the "step-child" has grown up. I think we all realize that, slowly but surely, without the funds to put on a continuous high-pressure publicity campaign, we are neverthe less reaching an ever-larger audience of people (not necessarily the intellectuals alone) who are finding that educational radio programs can be exciting, rewarding listening. People who are finding, perhaps, for the first time, that a spark has been put to the spirit, as Anatole France phrased it, and that they have caught fire from, say, a discussion of one of the Great Books, or an excerpt from a fine play, or a talk on science or philosophy, or a strain of great music.

We are, in short, each of us, a potential force in our community. Our efforts are being increasingly recognized and appreciated. The Allerton House predictions of 1949 and 1950 are coming true. So what about our program for the future?

* * * * * * * * * * *

Within present time limitations, I'm going to suggest two major point of emphasis which apply to all of us, if we want to continue to grow and expand, influence-wise, in our communities.

* * * * * * * * * * *

First, we've got to continually work toward up-grading our standards of presentation, to meet the demands of an increasingly discriminating, adult audience. We still,to some degree, continue to suffer a sort of hangover from the earlier days of educational radio when we were content with relatively un-professional student-type production and performance.

We are too often satisfied with a poor speaker as long as his subject is vital. We compromise there. We know that it's important to do a series on child development, say, and from a standpoint of inter-campus relations, we have to have Professor So-and-So, who is the established local authority on child development.

Maybe Professor So-and-So is the local authority in child development. But in front of a microphone, he's a dud. So we do the cause of child development more harm than good by putting him on ---and perhaps hundreds of listeners who might be potentially interested, tune over to another station.

How often do you make this kind of compromise? I know that we still do, more often than we should. And I'd say, better we should schedule a series on ancient Roman band instruments, if we can find a scholar with a dynamic, challenging way of presenting his material.

How many of us produce beyond our limitations? How often, with a handfull of half-trained speech majors and limited studio facilities, do we try to present a big-time, elaborate historical documentary on, say, freedom of speech.

Does the material get across when our listening audience is predominantly conscious of the fact that a bunch of teen-age kids are trying to make like John Peter Zenger?

I say that our growing audience of discriminating listeners won't be that tolerant any more. They've come to expect too much from us, by way of the better NAEB Network offerings. If, between a program in the"Ways of Mankind" series and the following locally produced program, the level of quality drops from the sublime to the ridiculous, the local station looks that much more amateur and inadequate to do the job it professes to be doing.

Let's program within our existing budgets and our existing limitations. Let's not have any unfounded illusions about our potential ability to compete with elaborate network production. And on the other hand, let's not settle for poor speakers.

I'm not implying that we shouldn't constantly be working on increasing our capacity to produce bigger and better "Ways of Mankind" or "Jeffersonian Heritages" at the local level. But start in a closed-circuit situation. Have workshops in writing, production, and acting. But until you've got a production you know is top-grade, don't impose it on your audience. Concentrate instead on presenting your best resources in other than dramatic format.

I know I'm approaching an area of conflicting opinion here. I've many times heard the argument, at NAEB gatherings, that one of our primary jobs is to train students in radio---that on-the-air experience is a vital part of that training.

But I think we, as a communications industry, have out-grown that doctrine. I'd say the potential audience we can command now is more important than the half-trained student who gets to play Galileo on the air with an immature voice and a technique that isn't up to the demands of a first-class production. Let him knock himself out in a closed-circuit workshop. But until he can compete in performance with the networks, keep him off the air.

And while we're on the general subject, I think we should make an increased effort toward more NAEB seminars and workshops for people at the working level---seminars for writers, for producers. We have too many, I think, at the administrative level, without regard for the people who are actually putting programs on the air, day in and day out. What your situation is, I don't know---but I know that my gang at KUOM would give their eye teeth for a seminar on production or writing or community relations. A chance to talk shop and compare techniques and formats. A chance to get some new ideas from some top-level writers and producers in the industry.

So there's Point Number One---an increased effort toward up-grading of standards of presentation to meet the demands of an increasing audience.

Point Number Two. I detect, now and then, and incipient "Ivory Tower" point of view in NAEB thinking. And this is dangerous.

So often we say, "Good educational material can stand on its own feet. On its own merits, it will make good radio listening." We say this too often, I think categorically and complacently.

But how often do we present this good educational material without any attempt to relate it to the listener's world and show him how it can have meaning for him in terms of his everyday living?

We agreed, at Allerton House, that educational broadcasting, like education itself, cannot in a democracy be the prerogative of a privileged few. I say that, for instance, when we go on the air cold with a reading of Plato's Republic, without some regard for the man who only knows Plato as a name out of ancient Greek history, we are doing Plato a great dis-service. Putting it figuratively, we have not even done him the courtesy of introducing him properly to a potential friend. And the same holds true for a broadcast in the field of child development or political geography or modern art.

Some of you, I'm sure have read Alburey Castell's fine speech at the NAEB Region VI meeting in Eugene earlier this month. It came to us several days ago in the latest NAEB Newsletter mailing, and I can't recommend it highly enough. A great scholar, formerly at Minnesota, now at Oregon, who is probably one of the most effective educational broadcasters in the business. In his Eugene speech, Dr. Castell spoke directly to all scholars and professors who might be contemplating a radio talk or a series of radio lectures. He said, among many other valuable things: "Presuppose as close to nothing as you can. Supply what your listener has to have to follow you. This may cramp your style; but put up with the cramps, if you want listeners. This is not to say that listeners are ignorant: they aren't. But they don't have your specialized knowledge, and they haven't given as much thought to your topic as you have. Your language is esoteric. Your information is esoteric. Your pattern of thought is esoteric. These are obstacles to be overcome."

How often are we conscious of this? And how often, even if we ourselves are conscious of it, do we make any effort to get it across to the obliging academic expert who is taking the time to do a broadcast or a series for us? Granted, he is probably donating his services for free, and we don't like to impose on him. But this is no imposition. Actually, we're not doing right by him or his material, if we don't make him aware of the special demands of educational broadcasting. After all, he wants to do an effective job, and he looks to us to help him how to do it.

Now, all of us recognize our obligation to serve the needs of the minority audiences ---and in particular, those limited groups who have already had considerable formal education. But let's again be mindful, as we were at Allerton House, of the danger that still exists---namely that these special services can be given too great emphasis.

So there you have a few predictions and recommendations for the future of educational broadcasting.

One---radio is here to stay and will continue to command a large audience.

Two---we are seeing a very definite trend toward more adult offerings on the networks, indicating their discovery that a sizable segment of the American people are not, as they believed, a bunch of 12-year-olds. An increased interest, generally, in educational and cultural material. A big opportunity for all of us to capture an even greater audience.

Three---an even greater obligation on our part to up-grade our standards of presentation. Obviously, if the networks are going to start competing with us on our own terms, we've got to be good!

Four----just because we're a booming, growing industry with an ever wider influence on our collective community, let's not be complacent. And above all, let's avoid that "Ivory Tower" attitude like the plague. We must never forget our obligation to orient the listener, and show him how the things we have to offer can be rewarding to him in terms of his everyday life.

In short, we have a great future, and an exciting future. But we can't just coast along on worthy objectives and lofty principles. We've got to keep working toward constantly improving our end product.

As given at 1953 National Convention
Norman, Oklahoma
October 31, 1953

[mid]

U.S. INFORMATION AGENCY

VOICE OF AMERICA FACT SHEET

The work of the Voice of America, as part of the U.S. Information Agency, is, in the words of President Eisenhower, "to submit evidence to the peoples of other nations ...that the objectives and policies of the United States are in harmony with and will advance their legitimate aspirations for freedom, progress and peace." Equally VOA exposes Soviet imperialism and the fraud of international communism, while combatting their anti-American slanders and lies.

Radio is the fastest, most effective day-by-day medium for achieving these objectives; it speaks directly to people abroad, instantaneously surmounting barriers of distance, censorship, illiteracy, foreign exchange, paper shortages and tariffs.

More than 75 separate programs, ranging up to one hour and amounting to about 28 program hours and 200,000 words, are broadcast daily in 34 language services as follows:

EUROPE

	hrs.	mins.
Albanian		:30
Armenian*		:30
German to Austria		:30
Bulgarian**	1	:00
Czech and Slovak	1	:15
English		:30
Estonian* **		:45
French		:15
Georgian*		:30
German to Germany	1	:00
Hungarian**	1	:15
Italian		:05
Latvian*		:30
Lithuanian* **		:45
Polish**	1	:30
Rumanian		:45
Russian* **	2	:30
Serbo-Croat	1	:00
Slovene		:15
Spanish		:30
Ukrainian*	1	:00
	16	:50

FAR EAST

	hrs.	mins.
Amoy		:30
Burmese		:30
Cantonese	1	:00
Indonesian		:30
Japanese		:45
Korean	1	:15
Mandarin	2	:30
Thai		:30
Vietnamese		:45
	8	:15

NEAR EAST AND AFRICA

Arabic	1	:00
Greek		:30
Persian	1	:30
Turkish		:30
	3	:30

TOTAL TO ALL AREAS.... 28:35

*VOA broadcasts 6½ hrs. daily to the USSR and Soviet-controlled areas in Russian, Ukrainian, Armenian, Georgian, Estonian, Latvian and Lithuanian. These programs, as well as those beamed to the satellites, are recorded at overseas relay bases and repeated to counter Soviet jamming.

**Originate in part from Munich Program Center.

January 1954.

FACILITIES

VOA has a network of 80 transmitters of which 30 are in the United States. These latter are short-wave stations, ranging in power from 25 thousand to 200 thousand watts, and operated under contract to VOA by private broadcasting companies. Government-owned and controlled relay stations are located at Ceylon, Honolulu, Luzon Island in the Philippines, Munich, Okinawa, Salonika and Tangier. These installations, comprising short, medium and long-wave stations, include million-watt transmitters -- the world's most powerful -- at Luzon, Okinawa and Munich.

Relay facilities are also leased from BBC in England. Other relays or rebroadcasts are made through arrangement with local broadcasters of France, Italy, Germany, Austria, Trieste, Greece, Belgian Congo, Viet-Nam, Japan, Korea, the Philippines, Formosa and Latin America.

VOA also has a floating broadcasting station, the U.S. Coast Guard Cutter Courier, which uses high powered medium wave and short-wave transmitters. The Courier provides VOA with a mobile and flexible relay station to meet the demands of the changing world situation and to combat Soviet jamming.

PROGRAM CONTENT

VOA broadcasts consist of news, news analyses and features, which include political commentaries, press reviews, round-table discussions, documentaries and special events. Although the breakdown varies from area to area, the program content in general is balanced as follows: News: 42% Analyses and Features: 58%

About three-quarters of VOA's total program effort is directed to the Iron Curtain countries and Communist China. In addition to direct broadcasting, VOA regularly furnishes U.S. Information offices throughout the free world with transcribed programs, music recordings, script material and kinescopes for local television programs.

AUDIENCE INFORMATION

Programs are beamed to areas having a potential audience of over 400,000,000. Scientific surveys, letters from listeners, interviews with Iron Curtain defectors, efforts by the Communist press and radio to discredit the broadcasts, reports from United States missions, correspondents and travelers provide convincing evidence of a regular listening audience of many millions.

OPERATIONS INFORMATION

The Broadcasting Service is responsible for the planning, execution and content of programs. Programs are written, produced, and broadcast from studios in New York City, Washington, D.C. and Munich, Germany.

VOA is part of the new U.S. Information Agency and is under the jurisdiction of the Director, Theodore C. Streibert and the Assistant Director for Broadcasting, Leonard F. Erikson. New York Headquarters are at 251 West 57th Street, New York 19, N.Y. Telephone JUdson 6-2000. Washington Headquarters: 1778 Pennsylvania Avenue, Room 920, Washington 9, D.C. Telephone: REpublic 7-8340, Extension 3634.

FES: Information re. WBBM series, "THE SEVENTH CONTINENT"

The series is presented on alternate Thursdays from 7:30 to 8:00 p.m., and is documentary in nature.

Here are the program titles available at this time:

"Cambodia....Eyes On Indo-China"
"Japan.....The Japanese Mind"
"Poland.....The Spirit of Poland"
"Finland.....Nation on a Tightrope"
"Turkey.....Bridge To The East"
"Scotland....The Call of the Pipes"
"Israel.....Out of the Desert"

The eighth program will feature a cultural study of Italy. The series will run at least 13 and possibly more according to present plans.

Throughout the series no attempt at an editorial stand will be made.

Each individual program will bring forth some of the outstanding highlights of the country's history, its growth, and a review of present day conditions.

Normally, personal appearances are made on the programs by people from the country being discussed.

WBBM PRESS INFORMATION
CHICAGO'S SHOWMANSHIP STATION • CBS RADIO
WRIGLEY BUILDING, CHICAGO

August 26, 1954

"FINLAND.....NATION ON A TIGHTROPE"

FOURTH OF "THE SEVENTH CONTINENT" SERIES

Finland, a nation that lies in the tundra area between the east and the west, will be the subject on the new WBBM documentary series, "The Seventh Continent", Thursday, September 2. This program will feature three guests; Mr. Heikki Kirkinen and Mr. Niilo Suhonen, Finnish Youth Counsellors attending the World Council of Churches, in Evanston, and Mr. Ensio Vakkinen, former member of the Finnish Merchant Marine, who came to the United States during World War II.

"The Seventh Continent" will show a country in a delicate position.....on a figurative tightrope, trying to get along with the West, where its sympathies lie, and trying to get along with the East (U.S.S.R.), a power which at any moment, could walk right through Finland and crush it.

"The Seventh Continent" is dedicated to bringing to light significant facts which often escape the attention of the average citizen.

This new WBBM documentary series is heard on alternate Thursdays from 7:30 to 8:00 PM on Station WBBM. The fifth program of the series will be heard on September 16.

Producer-Director is Al Bland and the writers are Budd Blume and Virginia Renaud.

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WBBM PRESS INFORMATION
CHICAGO'S SHOWMANSHIP STATION • CBS RADIO
WRIGLEY BUILDING, CHICAGO

October 8, 1954

"ISRAEL...OUT OF THE DESERT"

"Out of the Desert" will be the theme of the seventh program in WBBM's documentary series "The Seventh Continent", which will be heard on Thursday, October 14, from 7:30 to 8:00 PM, CST.

Listeners will hear the colorful story of a young nation coming to life in the midst of a desert, which is a far cry from being the promised "Land of Milk and Honey" of Biblical mention. Here is a story of a people taking up a heritage which is over two-thousand years old...shaping it into a modern miracle in the sand.

Participating on the program will be the Honorable Simcha Pratt, Counsul for Israel, and Mr. Zeev Segall, a native of Israel, who is attending George Williams College.

"The Seventh Continent" will present an impartial review of the outstanding problems which face the young nation of Israel, which include the tremendous influx of refugees, experiments in communal living, and the crucial matter of Jewish - Arabic differences. As is the custom throughout the series, no attempt at an editorial stand will be made.

"The Seventh Continent" is heard on alternate Thursdays from 7:30 to 8:00 PM, CST on Station WBBM. The eighth program will be heard on October 28, and will feature a cultural study of Italy.

Producer-Director of the series is Al Bland and the writers are Budd Blume and Virginia Renaud.

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WBBM PRESS INFORMATION
CHICAGO'S SHOWMANSHIP STATION • CBS RADIO
WRIGLEY BUILDING, CHICAGO

September 14, 1954

"TURKEY...BRIDGE TO THE EAST"

FIFTH OF "THE SEVENTH CONTINENT" SERIES

Turkey.. a bridge to the east, will be highlighted on the fifth program of Station WBBM's documentary program series, "The Seventh Continent". The Honorable A. Mennan Tebelen, Counsul General for Turkey will introduce the program. This fifth program in the series will be heard over Station WBBM on Thursday, September 16.

The Turks are a uniquely important people to know, because they live in a country which is in both Asia and Europe, and share the culture and problems of both Occident and Orient. They are an unconquered people who have suffered defeats and bowed to foreign demands in years of weakness, but they have never had foreign rulers established over them.

In the words of the Turkish Counsul General: "politically, Turkey is an allied country of the United States, and without paying a compliment to ourselves, I should say one of the most reliable ones.

Ibrahim Nemet Nejade, a Turkish student in the department of economics at the University of Wisconsin, will be on the program, and will describe life in modern Turkey.

"The Seventh Continent" is heard on alternate Thursdays from 7:30-8:00 PM, (CENTRAL DAYLIGHT SAVINGS TIME) on station WBBM. The sixth program in the series will cover Scotland.

Producer-Director is Al Bland and the writers are Budd Blume and Virginia Renaud.

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5. GRANDFATHER JEFFERSON. A study of a grandfather's love for his grandchildren. The story of the latter days of Jefferson.

6. GRENADE. A study of an aspect of basic patriotism. The story of a Negro soldier in the first World War who has no stock reasons for fighting.

7. THE ECCENTRIC. A study of the eccentric in our society. The story of an outspoken philosophy professor.

8. THE RAT ON LINCOLN AVENUE. A study of some attitudes toward authority. The story of the death of an outlaw.

9. APPOINTMENT AT FORDS. A study of a man's attitude toward his destiny. The story of the latter days of Lincoln.

10. DIAL EMERGENCY. A study of neighborliness. The story of a young lady who must find her brother "somewhere in Maryland," and the people who help her.

11. JOHNNY APPLESEED. A study of an individualist. The story of the pioneer, Johnny Chapman.

12. THE BATTLE. A study of war. The story of a family and the Battle of New Orleans.

13. THE YANKEE LOVES A LADY. A study of love and duty. The story of a northern general who falls in love with a southern girl just after the Civil War.

TWENTY-FIVE-MINUTE RECORDINGS

14. THE FEDERAL LION. A study of some popular attitudes toward politics. The story of a male lion, Memoun Bashaw, a gift from the Emperor of Morocco to President Andrew Jackson, and the resulting tempest in a teapot.

15. THE ORCHID. A study of strength and humility. The story of early days in the life of George Washington Carver.

16. THE ZENGER TRAIL. A study of faith in the common man. The story of an historic incident in the struggle between authority and freedom of the press.

17. AN UNFOUND DOOR. A study of the dedicated spirit. The story of novelist Thomas Wolfe when as a young man he is offered security at the price of his dream.

18. THE RESOLUTE. A study of persistence in the face of repeated failure. The story of Cyrus Field, who on his fifth attempt lays the Atlantic Cable.

19. PAINT THE BIG CANVAS. A study of visionary planning. The story of L'Enfant, designer of Washington, D. C.

20. THE FREE MAN. A study of a citizen who stands against social pressures. The story of Joseph Palmer, who insists on his right to wear a beard.

21. RUNAWAY JUSTICE. A study of loyalty to state and conscience. The story of a southern plantation owner who aids two runaway slaves.

22. THE DEMAGOGUE. A study of a warped political campaign. The story of a man who has to win at any cost.

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Richmond, Va 8/31/53
Times-Dispatch

Study Made Of Political Conventions

More Uniformity May Be Result

WASHINGTON, Aug. 30—(AP)—The American Political Science Association today announced completion of an exhaustive study which may ultimately have an influence in bringing more uniformity to methods of selecting delegates to presidential nominating conventions.

A five-volume report entitled "Presidential Nominating Politics in 1952" will be sent to press soon for publication next Spring, said Dr. Edward H. Litchfield, executive director of the research organization.

The project was headed by Dr. Paul T. David, of the Brookings Institution. Beginning in March last year, more than 300 teachers and students of political science observed and reported on the widely divergent methods in their States of selecting national convention delegates in both parties.

To Discuss Findings

Preliminary findings of the report, withheld for the time being, will be discussed at the association's annual meeting here September 10-12.

Last year, 15 States chose delegates for both parties in primary elections. Alabama and Florida Democrats also elected by primary. The rest of the States used the State and district convention method, except Arkansas and Georgia Democrats and Florida Republicans who picked theirs at State party committee hearings.

New York and Illinois elected district delegates only by primary and their delegates-at-large in convention or committee. Minnesota elected all district and at-large delegates in primaries, except three at-large delegates who were chosen in State conventions in each party.

Another great divergence is that only a few States bind their delegations to vote for a certain candidate. Many are "advised" only. The rest are completely free. Also, the few delegates who are pledged are required to live up to their pledges for different periods, some until after the first ballot only, others until their candidate releases them.

Wallace Says Fired Workers Later Charged With Being Reds

NEW YORK, Aug. 30—(AP)—Henry A. Wallace says that in 1935 he fired several Department of Agriculture employees who were later charged with being Communists, "because I disagreed with the policies they advocated."

The former Vice-President's statement came in a letter to the New York Times in which he commented on a report made last week by the Senate Internal Security Committee.

The report said it is believed that two more Soviet espionage rings operating in the United States government have never been exposed.

In tracing the background of alleged Communist activities, the report said the first known penetration was a Communist cell in the Agricultural Adjustment Administration (AAA).

The committee said members of this group included Alger Hiss and his brother, Donald; Nathan Witt, Lee Pressman, John J. Abt, Charles K ramer, Henry H. Collins, Jr., Victor Perlo and Harold Ware.

News dispatches described the AAA as a body set up under th then Secretary of Agriculture Wa lace to handle New Deal fa programs.

Wallace said it is difficul see why he was singled ou name in dispatches "when never served under me and rid of most of the AAA m of the Ware cell Not lo the celle was formed.

"The Senate report

YOUR VOICE OF AMERICA

UNITED STATES INFORMATION AGENCY

YOUR VOICE OF AMERICA

"This is the Voice of America."

These words and the programs they introduce have come to be identified by radio listeners all over the globe with full and accurate news coverage, a fair presentation of U.S. views, and hard-hitting analyses of Communist actions and propaganda. For the people in countries under Communist domination, VOA provides one of the few remaining links with the outside world and a continuing source of hope and encouragement. For the free world, it brings a closer understanding of the people and international policies of the United States.

The Voice of America -- a part of the U.S. Information Agency -- is a powerful instrument for international understanding. Its broadcasts, now heard in 34 languages and dialects, total approximately 28 hours and 200,000 words a day. Its message is projected to a global audience over a far-flung network of about 80 stations. Its domestic transmitters are spotted across the United States in the New York, Cincinnati, and San Francisco areas. More than half of its transmitters are in distant locations -- England, Munich, Tangier, Salonika, Rhodes, Luzon Island in the Philippines, Okinawa, Honolulu, and Ceylon. At some of these overseas locations, VOA programs are picked up by very sensitive receivers and boosted in power by high-power short wave transmitters. At some of the stations, the programs are rebroadcast also on the "standard broadcast band" which the simplest radio can pick up.

VOA's million-watt transmitters commissioned in 1953, at Munich, Luzon, and Okinawa are the most powerful known broadcasting stations in the world. They are many times stronger than the largest commercial station in the United States and twice as powerful as Radio Moscow. Another important addition

to this battery of transmitters is the U.S. Coast Guard Cutter Courier -- a powerful floating radio station beaming programs into the Communist orbit, as well as the Near East, from its anchorage at the island of Rhodes. In addition, rebroadcasts of VOA programs are made by local radio stations in France, Italy, Germany, Austria, Trieste, Greece, the Belgian Congo, Viet-Nam, Japan, Korea, the Philippines, and Latin America.

VOA's sponsors are the American taxpayers. They, in turn, are represented by the Congressional committees who follow the Voice's progress, pass on its yearly appropriation ($16.6 million, or about 10¢ per American, for the year 1953), and are, in effect, its board of directors. Since its programs are beamed overseas and, for the most part, are in foreign languages, most Americans have little opportunity to hear the Voice. But their keen interest in the job it does is shown by the many questions they ask about it.

"What is the purpose of the Voice?" they ask. "What is the United States Information Agency and where does the Voice fit into it?" "Who listens to VOA?" "Who makes VOA policy?" "Who writes VOA broadcasts?" "What is the reaction of the people who hear its programs?" These are the most frequently asked questions and the answers to them give a fairly complete picture of what VOA is and does. Taken in order, they may be answered as follows:

What is the purpose of the Voice of America?

The Voice of America works for the attainment of the foreign policy objectives of the United States by presenting a true picture of American aims, by creating the understanding and fostering the convictions which are the

greatest enemy of Soviet imperialism, by counteracting anti-American slanders and by exposing the fraudulent claims made by international communism. VOA's approach to this task is manifold. Many of the broadcasts -- commentaries, interviews with people who have left communism, statements by public figures in America -- are plain-spoken, direct attacks and counter-attacks on Red propaganda. But equally important -- particularly in the information blackout where communism rules -- is VOA's full and accurate coverage of world news, including news of what goes on behind the Iron Curtain. Reports from thousands of defectors emphasize that what the deprivedpeoples of Communist countries want most is contact with the free world and the truth about what is going on in their own countries through reliable news reports. In consequence, more than 50% of VOA's broadcasts to Communist countries is devoted to news, and a considerable portion of the remainder to factual analyses of the news.

What is the United States Information Agency?

The Voice of America is one of the five information activities comprising the U.S. Information Agency which is responsible for the Government's overseas information program in its entirety. Formerly a part of the Department of State, the information program was set up as a separate agency by Presidential and Congressional action on August 1, 1953. The new Agency is responsible to the President through the National Security Council. In addition to VOA, the Agency operates a press service which sends a daily flow of 75,000 words of news and a monthly average of 28,000 news and display

photographs plus many other kinds of printed materials to 77 countries for distribution by the 224 foreign posts of the United States Information Service. Its motion picture service similarly distributes films in 22 languages which are seen by hundreds of millions of people annually -- including remote regions where mobile units display the films. Its fourth major responsibility is the servicing and operation of 155 information centers in 63 countries which conduct library programs and community activities such as lectures and exhibits. And lastly, the Agency develops, under its Private Enterprise Cooperation program, projects in which private American organizations, through their own activities, contribute to the Government's information program.

The Voice of America is unique among these activities in that its message is the only one to penetrate the Iron and Bamboo Curtains behind which approximately 600 million of the earth's people live. They constitute VOA's principal "target audience." VOA also differs from the Government's other information activities in that it speaks directly from America to the listener, rather than being relayed through distant field offices.

Who Listens to the Voice?

Fortunately, radio is well established as a source of information even in relatively underdeveloped areas. The best available estimates are that there are approximately 100 million radio receivers in the world outside North America. These provide VOA with a potential audience of about 400 million persons -- an audience which is greatly expanded if word of mouth and other secondary distribution are taken into account.

To measure the number of persons who not only can, but do, listen to Voice broadcasts in free countries, VOA conducts both quantitative surveys

and intensive studies of listeners' habits and preferences through such organizations as the American Institute of Public Opinion, which have overseas affiliates, and the Bureau of Applied Social Research of Columbia University.

Estimates based on audience surveys in the West Zone of Germany and West Berlin place VOA's listeners there at about 11 million. Of Austria's total radio audience of about 3 million, approximately 650,000 listen to VOA at least once a week. The comparable figure for France, based on a 1953 study, is 3 million listeners. In Greece, with a total audience of 1.8 million, about half (940,000) listen to VOA programs one or more times a week. Special broadcasts sometimes attract very large audiences. Japanese sources estimate, for example, that VOA's broadcast of the inauguration of President Eisenhower was heard by approximately 25 million people in Japan.

The interest of listeners abroad in what the Voice has to say is further demonstrated by the fact that an average of over a quarter of a million of them -- more than 20,000 a month -- take the trouble to write letters to the Voice each year. Of those commenting on the programs, the great majority are favorable.

Behind the Iron Curtain, of course, surveys are impossible and only a trickle of letters is smuggled past Communist censors. (Counting both original broadcasts and repeats, over three-quarters of VOA transmissions are directed to the Communist orbit.) But the Voice has worked out a system for obtaining and evaluating intelligence reports on radio listening from diverse sources, such as letters from displaced persons, interviews with defectors and other refugees, reports from U.S. missions overseas and research studies. Estimates given by these sources vary around the figure 80% for the proportion of the radio listeners in the European satellite countries who listen

to the VOA. Information from China suggests that listening to broadcasts from the free world is widespread in that country also.

In addition to those mentioned, another index of VOA's success in getting through to the peoples of Communist-dominated countries is the fact that Red propagandists feel called upon to reply to and attack Voice broadcasts. In the first six months of 1953, for example, the Communist press attacked VOA more than 400 times. It is reasonable to believe that the Communists would not give this prominence to the Voice unless forced to by its penetration and impact.

Other similar evidence of the Reds' fear of VOA's effect on their subject peoples comes from their own efforts, particularly in East Germany, to prevent listening to the Voice. The Communist leaders frequently attack those who listen and in several cases of trumped-up trials of their victims, listening to the VOA has been cited as contributing to the defendant's "treason." A Chinese university professor has described VOA in a newspaper article as "ten thousand times more destructive than the atom bomb because the bomb can damage only limited areas, while the Voice of America corrupts every person who listens to its enticing broadcasts." A Soviet journalist declared that the Voice of America had become "synonymous with lying and provocational fiction to millions of Soviet people."

But the best proof that the Communists regard the Voice as a threat to their designs is the magnitude of the Soviet Union's effort to jam VOA broadcasts. This activity, occupying the services of a large staff of badly needed technicians, employs about 1,000 transmitters. These put out signals sounding like buzz saws, variable whistles, sea gulls, etc. which are intended to block Voice of America transmissions. To maintain this jamming network probably

costs the Russians about as much as the entire operating cost of the international broadcasting program of the Voice of America. In spite of this great effort, reports agree that jamming is by no means as effective as the Soviets would like. Except in Moscow, where it is heaviest, jamming is spotty and variable. Because VOA broadcasts simultaneously on many frequencies and repeats programs to the USSR at regular intervals during the day, listeners are provided with the greatest possible opportunities to listen. With the addition of new high-power broadcasting facilities, it is expected that VOA's penetration of the Kremlin's "electronic curtain" will become increasingly effective.

Who Makes VOA Policy?

VOA's policies come from the President and his cabinet, through the Department of State to the policy advisers of the parent organization, the U.S. Information Agency, and on to the working levels of VOA itself. The system is a clear two-way channel, with policy directives coming down and requests for specific advice going up. As each day's news dispatches raise questions calling for a statement of the U.S. position, VOA is in continual consultation with experts on many different areas of the world. The guidance they provide is channeled to individual writers and language services by means of policy conferences and directives.

The importance which President Eisenhower attaches to the information program as policy spokesman was emphasized recently when he declared:

> "Our overseas information service never carried a heavier responsibility than it does now. The service must clearly and factually present to the world the policies and objectives of the United States. It is not enough for us to have sound policies

dedicated to goals of universal peace, freedom, and progress. These policies must be made known to and understood by all peoples throughout the world."

Who Writes VOA Broadcasts?

VOA broadcast material divides into three categories: news, commentaries and features, and special events, i.e. "live" coverages of news, interviews, speeches, visits to American homes, schools, forums, etc. Three centralized organizations -- the news room, the staff which writes commentaries and dramatic shows, and the special events staff -- produce material which is then relayed to the 34 language services. The services then select program material appropriate to their various audiences and adapt it for use. Both news and commentaries are distributed via inter-office teletype. In addition, many language services initiate their own program material by writing commentaries, inviting both American and foreign guests to appear on their programs, and attending celebrations and functions where the language they broadcast is spoken. On particular occasions, such as election night in 1952 or the President's memorable foreign policy speech on April 16, 1953, all of the program-producing elements of the Voice are coordinated in a massive effort to get widest possible dissemination for the message involved.

What is the Reaction of the People Who Listen to VOA?

Some of the reaction, particularly that of the Communist press and governments, has been mentioned. Audience mail provides another index of listener reactions. While some letters suggest program changes and some are simply

rehashes of Communist attacks upon the Voice, the great majority of the comments reflect strong interest and approval. Some indicate a change of political sympathies attributable to VOA influence. (One Italian sent his Communist Party membership card to VOA when he became a convinced anti-Communist.) Perhaps the most affecting testimony is that which comes from the few letters smuggled through the Iron Curtain. One of these sums up the meaning of VOA broadcasts as follows:

> "Those who listen to the Voice of America are risking imprisonment and even death. But this does not frighten us from listening. On the contrary, it builds up our courage to take this risk. You will ask me why. Because the Voice is our daily bread; it is the elixir which builds up our strength and reinforces our hope for a better future, free of fear...."

Other informed testimony comes from Dr. Marek Korowicz, member of the Polish delegation to the UN who defected in New York in September 1953. On being asked whether the Voice of America was heard in Poland, he replied that it was, "by millions and millions of Poles" and continued:

> "It is a real sanctuary for the oppressed people and the news broadcasts from this service go from mouth to mouth, so that even those people who do not have radio receiving stations /sets/ in a few hours learn the latest news.... I might best /indicate impact of VOA/ by quoting to you a slogan which is /heard/ throughout my country: 'There are only two moral sanctuaries for the oppressed people of my country: the Church and the American broadcasts.'"

Scanned from the National Association of Educational Broadcasters Records
at the Wisconsin Historical Society as part of
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A collaboration among the Maryland Institute for Technology in the Humanities,
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